NEW

YouTube Vlogging

The Complete Manual

The essential handbook for all vloggers

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Welcome to

YouTube Vlogging

The Complete Manual

YouTube has revolutionised online video; made it an interactive, personal and completely customisable experience. Whether you want to vlog about your beauty regime or share your music with the world, YouTube can cater to your creativity. The possibilities are endless so this guide is here to take you through the process, from choosing the right camera to promoting your vlog. YouTube stars Bing and Mippey5 also provide invaluable industry tips and impart their vlogging experiences.

Enjoy the book!

YouTube Vlogging

The Complete Manual

Imagine Publishing Ltd
Richmond House
33 Richmond Hill
Bournemouth
Dorset BH2 6EZ
☎ +44 (0) 1202 586200
Website: www.imagine-publishing.co.uk
Twitter: @Books_Imagine
Facebook: www.facebook.com/ImagineBookazines

Publishing Director
Aaron Asadi

Head of Design
Ross Andrews

Edited by
Sanne de Boer, Jen Neal & Hannah Westlake

Senior Art Editor
Greg Whitaker

Senior Designer
Sarah Bellman

Photographer
James Sheppard

Printed by
William Gibbons, 26 Planetary Road, Willenhall, West Midlands, WV13 3XT

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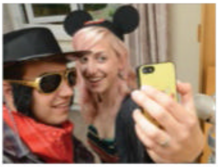

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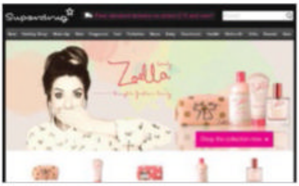

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Introducing YouTube

The platform has redefined music, film, entertainment, social media, and blogging – discover the ins and outs of YouTube

The name says it all; YouTube takes video consumption and makes it personal, interactive, and highly customisable. Celebrating its tenth anniversary this year, YouTube has revolutionised the online world. The video streaming site relies on user-generated content and is open to anyone, opening up a new kind of self-expression: vlogging.

Taken from the word blogging, online diary entries, which have been around since the rise of the internet in the Nineties, vlogging (now adopted in the Oxford English dictionary) is the act of recording news and opinions about a particular subject via video and publishing this recording online.

Vlogging can be as simple as talking into a camera about your interests or daily activities to filming advanced sketches, parodies, music videos, tutorials, short films and much more. Since its inception, vlogging has evolved into a fully fledged entertainment form, and has created an entire YouTube community of enthusiastic vloggers and their fans.

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A brief history

Ten years Over ten years, YouTube has seen a lot of changes. It continues to evolve, adapting and reinventing itself

YouTube HQ YouTube's headquarters in San Bruno, California. From here, they co-ordinate with offices across the world

How it started

Founded in 2005 by three former PayPal employees, Steve Chen, Chad Hurley and Jawed Karim, YouTube became one of the first social websites, which allowed users to upload video clips to the web. At a time when internet speeds were increasing in a lot of homes, becoming the high-speed broadband we now know, the world was poised for a revolution of streamable video. YouTube was at the forefront of this, and by the end of 2006 it had been acquired by technology giant Google.

Under new guidance and with stronger backing, the site continued to grow at an impressive rate. The video service made a perfect partner for some of Google's existing projects, most notably AdSense, which matches videos to targeted advertising. With additions like this, people creating original videos could not only find a huge audience, but also earn money from their popular uploads. Fuelled by its early days as a haven for bootleg TV clips and bizarre home videos, YouTube now stands as a major player in the international media industry. Since its beginnings Youtube has been at the centre of what it means to be social on the net, encouraging users to interact, subscribe and share their favourite videos.

What makes YouTube so successful?

YouTube wasn't the first site to host streaming video. Several key features, which they pioneered, gave it its edge.

The first is their subscription-driven system, encouraging users to subscribe to the channels that they love. This way, viewers collect their favourite content in one place. Users can also interact with videos socially by 'liking', adding to playlists and leaving comments.

Following their acquisition by Google, many innovative changes were made under the hood. YouTube is the second most powerful search engine, after Google itself, owing a lot of the complex mathematics and technology that keep it running to its parent company. That technology also generates powerful analytical data that helps users, companies and advertisers better understand how their videos are viewed. The accuracy and volume of information collected can't be rivalled by any other video sharing website.

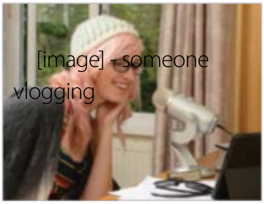
The other side

The company has received a fair amount of criticism, particularly regarding its approach to intellectual property rights. The site's early success is overwhelmingly due to users uploading millions of clips that they did not own. This made them the focus of several high-profile lawsuits concerning copyright and intellectual property infringement. Copyright holders argued that YouTube's business was built on video content they had paid to make, and were not receiving money for. This circumvented their sole right to distribute the content. Although YouTube is one famous example, this story is all too common in the history of the internet. Loopholes and particular pieces of legislation make it easy for companies to avoid paying for material they host. Regardless of what you think of their business practices, it's undeniable that YouTube is a powerful industry force, and a great way for creators to display their work.

The history of online vlogging…

Camera A revolution in consumer electronics has made professional video/audio equipment more accessible. A major part of this was the rise of DSLR cameras as affordable alternatives for video.

Editing Everyone can edit. What used to be a painstaking analog process is now done on most laptops and even smartphones. Almost all modern computers can run some form of video editor.



Online Today, audiences and creators understand online video. An activity that started with fringe filmmakers is now an international industry with its own language, conventions and celebrities.

YouTube stars breaking out

Dan and Phil You can catch this vlogging duo on the big screen – they've recently voiced characters in the UK version of Disney film *Big Hero 6*. They've also hosted their own Radio 1 show.

THE
GRACE
HELBIG
SHOW

Grace Helbig One of the biggest breakout YouTube stars ever has to be Grace Helbig. She's landed her own late-night TV show on US television, imaginatively titled *The Grace Helbig Show*.

Jazza John When not vlogging on rhymingwithoranges, Jazza John helps organise Summer in the City, the UK's biggest YouTube convention. He also works with political movement Bite the Ballot.

The appeal of vlogging

YouTube is so popular that vloggers are fast becoming famous in real life – here's how and why

It's crazy how much you feel like you know your favourite YouTubers – you know what their pets' names are, when they've had a new haircut, and which TV shows they rate – but it's always a surprise when they step out from behind the camera and start appearing in the real world. From being featured in magazines to launching their own brands of soap, it's becoming harder to avoid your YouTube faves as you walk down the high street. As a newbie, seeing just how big you can get on YouTube can be both exciting and overwhelming. YouTube has over one billion users, and editing and filming isn't easy and can take up a lot of time. It's not the easiest of social networks to get into, so why is YouTube so flippin' popular? And why are people spending so much time on there? Here are the top reasons why we think vlogging has become so huge.

It's creative

Where else on the internet do you get to make whatever you like? YouTube is host to every kind of video on the planet, from cookery to comedy and all the way back again. You can get serious, or let your freak flag fly. It's all welcomed with open arms. As long as it's in video format, YouTube is the place for you, and because the site is so massive, there's always a community of people that are into the same things you are.

It's social

As much as you try to avoid it, the notorious YouTube comment section is part of the vlogging experience (unless you disable it). However, don't be scared of mean comments! While there are a few people out there with nothing better to do than drag others down, the overwhelming majority of commenters are as friendly as can be. The YouTube community is a supportive, positive place – make an effort to get to know fellow YouTubers and you'll soon make online pals.

Above all, it's fun

YouTube's popularity blew up in recent years and the main reason has to be the content creators; a constant stream of awesome stuff is uploaded daily. YouTube is unrivalled when it comes to promoting content that lives in an intersection of personality, creativity and community, and YouTube's accessibility means it doesn't matter who you are, where you're from or how much you know – everyone starts out on square one. So what are you waiting for?

But the Queen is Zoella! She's…

…got a beauty range Zoella has a range of bath products, makeup bags and perfume at Superdrug.

…been on The Great Comic Relief Bake Off Zoe narrowly missed out on first place.

Girl Online

…co-written a novel Her debut, *Girl Online*, tracks a blogger who falls in love – sound familiar?

…been in the charts Zoe was part of Band Aid 30, a revamp of Bob Geldof's 1984 Band Aid.

Types of vlogs

There is a lot of variety in video blogging, Christopher Bingham takes us through what they are to help you find your niche

Shay Carl and Christopher Bingham These vloggers share their lives with the screen. Their ups and downs are watched all over the world

Personal

A lot of vloggers talk about their lives. A video can be as simple as speaking about an issue, or a problem you have encountered recently. At its heart, the appeal of this kind of video is to identify and bond with the creator. Their lives may reveal parallels with our own, present lessons or warnings, or just cheer us up after a bad day. The level of access vloggers grant to their audience can be extremely intimate, with some famous vloggers documenting their home life, past traumatic experiences and even sexual habits.

By contrast, some never share as much as their surname. Every video creator must make their own decisions about the level of openness they are comfortable with and consider them carefully, as YouTube is a public global platform. If you're an open book, however, sharing your experiences might be one of the most rewarding projects you've ever embarked on.

Grace Helbig and Josh Leyva These rising comedy talents speak their minds with the timing and wit of stand-up performers

Humour

YouTube is a brilliant outlet for comedians, and some treat vlogging like a stand-up gig. Subjects are as wide-ranging as current affairs, anecdotes, trending topics or just nonsense. What matters is that it is presented with flair, energy and comic timing. Some comedy vloggers shoot 'in character' as a fictional person or exaggerated versions of themselves, and experiment with other conventional elements of vlogging. Though in all areas of vlogging you find creators who either tightly script every word or improvise on the spot, in comedy the two are married like nowhere else.

Observational comedy might be delivered without preparation or only a loose structure, and character-driven content can be an improvised stream of consciousness or a perfectly worded monologue. Editing is also an important factor, as humour often comes down to pace, and a seasoned editor can make the difference between a comedy hit and bombing on a global stage.

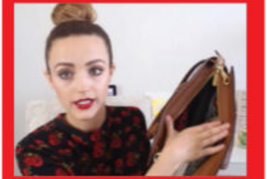
Fashion & beauty

On YouTube, beauty gurus and fashionistas, from amateurs (simple fan reviews of a new product or clothing line) to pros (top-selling magazines, fashion journalists and bloggers) are finding huge audiences. The scale and format of fashion vlogs can range from simple spoken reviews to big-budget fashion shoots modelling a new outfit, and often use production and editing techniques that resemble those you see in glamour, advertising or music videos.

For very popular beauty vloggers, the lines between glamour, review and advertising can blur. Top designer brand endorsements are common, and some vloggers even have their own beauty ranges, clothing lines or modelling contracts. For designers, lifestyle vloggers represent a more genuine, direct and effective way to inform audiences about products than traditional advertising. They try to maintain strong relationships with the YouTube community, because their opinions, and those of their audiences, matter.

Lifestyle, health, fashion and beauty continue to grow on YouTube. Although much of this is geared towards female viewers, there's a growing number of male-oriented vlogs entering the scene.

What's in your bag?



Some of the most successful videos are the simplest. In the world of beauty, 'tags' like 'what's in my bag' can be big crowd pleasers. Vloggers encourage each other and their audiences to make their own versions and pass it along. If you're not sure where to start, trends like 'haul' videos (showing off recent purchases) or 'my morning routine' can make great first projects.

THE RICKSHAW RUN

Road trip Louis Cole joined JacksGap for an incredible road trip across India, full of breakdowns, failures and triumphs for their subscribers to watch

Travel

Some of the most interesting journeys of this decade are happening on the internet. Vlogging offers a unique opportunity to travel alongside someone as they explore the world, and experience some of the more spontaneous moments a television production might miss. Modern video cameras can be as small as ring box, or come built into your smartphone, so a modern explorer doesn't need to fly with masses of equipment and a crew. Vloggers can travel light with just some clothes, a skateboard and a tiny camera.

What we may lose in image and sound quality we make up for in connectedness. Some of the best travel vlogs are at times the perfect blend of documentary filmmaking and honest, personal reflection. Pictured on the top-left is Louis Cole, a successful travel vlogger. He spends most of his year bouncing all over the world, uploading daily.

THE INTERNET
USES A SIGNIFICANT
AMOUNT OF THE
WORLD'S
ELECTRICITY

Get excited The best vloggers have infectious enthusiasm for what they're talking about, and they use that to get their audience excited too

Science & education

Schools, charities and institutions have a hard time reaching young audiences online, but YouTubers don't, and a few passionate voices are leading an educational revolution by making it accessible. Vloggers accomplish this by breaking it down into easily digestible videos, encouraging discussion, filming impressive phenomena, or simply showing enthusiasm. The structure of a classroom isn't always the most interesting, but good educational vloggers fill that gap by being themselves: excitable, engaged and entertaining.

Science and educational programming is so popular that YouTube itself has funded projects like 'SciShow' and initiatives like YouTube Space Lab, which partnered with NASA, the European Space Agency and Japan Aerospace Exploration Agency to record experiments on the International Space Station. The best vloggers inspire a love for learning you didn't know you had.

Vlogging 'genres' are hard to define, and while there are definitely noticeable conventions and recurring themes in vlogging, it can be whatever you make it

News & commentary

Rather than focusing on their own lives, some vloggers talk about current affairs, arts or culture. Their videos can be broad, magazine-like entertainment shows or niche technology reviews, movie critiques or new release charts. Some of the biggest channels on YouTube use the internet in much the same way as news aggregator websites to make the news fun, interesting and digestible. Vloggers can shine a light on issues they feel are important, or go into more detail than other outlets about a particular story. Without the regulation standard in print or television news, they can speak their mind, even at the expense of views/subscribers.

Of course, this has its downsides. Less regulation can mean less reliability, and a YouTuber is under no obligation to fact check (or even tell the truth). It's up to the viewer to consider the source and pick the voices they want to be informed by.

Current affairs Some viewers get all their news on current affairs from vloggers like the Philip DeFranco (top) rather than TV or newspapers

Experimental

It's important to remember that one of the best things about the internet is that there are no limits to what you can make. Most vloggers don't have a plan, and make it up as they go along, experimenting with format, length, style and content until they find what works for them. The majority of vloggers wouldn't fit into one of these categories, but rather several of them. Thousands of innovative vloggers blend fact with fiction, and scripted with unscripted work, or pick and choose from different fields every week. Most vloggers don't have managers, producers or directors telling them what to do, so they make what they want to make.

These pages focus on vlogging, but that doesn't mean there is a universal agreement on exactly what a 'vlog' is; far from it, and video makers welcome the challenge to push the definition as far as possible.

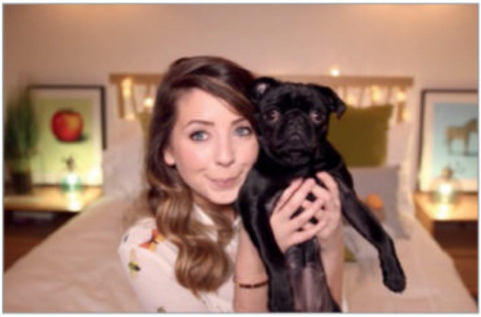
Up for interpretation Like all art, 'vlog' is a term that can be interpreted in many ways. Pictured is Mitchell Davis and his video 'Watery Merge'

YouTube royalty 2015

YouTube can be overwhelming because there's just so much to choose from. Here are a few of the most well-known YouTubers online right now

PewDiePie

Like gaming? Love comedy? What about them both together? If that's a yes, PewDiePie has got you covered. No wonder Felix Arvid Ulf Kjellberg (aka PewDiePie) has got the most subscribed channel ever. When he's not filming hilarious walk-throughs of all the best games out there, PewDiePie's channel is full of the kind of energy that will keep you entertained for hours, if not for days.



Zoella

Her most avid fans will know that beauty guru Zoe Sugg started out as a beauty blogger, but since then, she's become one of the biggest YouTubers in the world. While she's still stayed true to her fashion and beauty roots with her super popular clothing reviews and hair tutorials, she now stars in all kinds of videos including homeware hauls and challenges with other YouTube friends.

Alfie Deyes

As well as being in a high-profile relationship with fellow YouTuber Zoe Sugg, Alfie Deyes has been making videos since 2009. His witty and charming delivery to camera has scored him millions of subscribers and a career making videos full-time. There's been other perks too: he's had Ariana Grande do his makeup, and he holds the world record for popping the most party poppers in thirty-seconds.

Joe Sugg

The eagle-eyed amongst you might spot that this prolific YouTuber shares a surname with another über-famous vlogger – yep, Joe is Zoe Sugg's brother! After seeing his big sister take to the YouTube stage, Joe has decided to get involved too, much to the delight of the massive crew of subscribers that he's since gathered. He is also the king of YouTube collabs – his videos are like a who's who of YouTube. Very convenient in case you're still trying to figure out who's worth subscribing to.

Tyrannosauruslexxx

No, that's not a typo! Someone who's injecting a bit of well-needed fun into things like voting and animal rights right now is YouTuber Lex Croucher. Although she modestly describes her channel as 'dumb internet videos', Lex's channel is anything but stupid. Through a mixture of dry wit and razor-sharp observations, she's dedicated to bringing the issues she cares about to you through the power of YouTube, twice a week. If you feel strongly about the issues she talks about, she's one to follow.

Tanya Burr

Beauty queen Tanya is more than happy to have her legion of fans follow her on her vlogging adventures around the UK. She also documents her adorable relationship with Jim, her husband, and takes part in challenges with other famous YouTubers like Zoella. Of course, there's also what she's most famous for: her beauty tutorials, which are as polished and glossy as she is. Just like Zoella, she recently released her first book, called *Love, Tanya*, filled with her experiences and tips on beauty, life and YouTube.

MarinaShutUp

Current affairs and opinions on social issues is a very big part of YouTube, as it allows young people to let their voice be heard. Marina's channel speaks out about the hot topics that mainstream media won't touch, and thus covers some pretty controversial topics. If you want to know what faux pas to avoid when you're talking to a mixed race person, what it means to be a bad feminist, or why some women talk like Kim Kardashian, then Marina's insightful videos are for you. Watch and learn the things that school doesn't teach you.

Hannah Witton

Hannah's channel is a lovely mixture of advice, comedy and tag videos featuring other YouTubers and sometimes even a celebrity or two if you're lucky. While she is happy to give advice on pretty much everything, she's especially interested in talking about sex and relationships, and has made videos guiding you through the topics of pornography, contraception and sexual experimentation all from her very sensible (but never boring!) point of view.

Jenna Marbles

Another career-vlogger with a massive following is Jenna Marbles, a US-based YouTuber who predominately makes comedy vlogs with the help of her cute puppy pals, Mr. Marbles and Kermit. She mostly vlogs about the funny differences between girls and boys, does makeup tutorials, and tests her audience with hilarious how-to videos. Where else are you going to see Miley Cyrus carve a pumpkin? Her personality resembles a foul-mouthed toddler on a sugar rush, who doesn't shy away from getting drunk on camera if it'll look funny.

Sazclose

YouTube is becoming the first platform for many budding musicians and singers, and Sarah Close is one of them. Sarah has the sweetest voice, and if you ask nicely enough, she might even sing a song that you request. Ah, the power of YouTube. While breaking into music is still harder than ever, Sarah is doing a fantastic job of staying professional and showing off her exceptional voice online. We think it won't be long till we see her at the top of the charts. Give her a listen, if only to say you were a fan before she got big.

Smosh

In internet terms, Smosh have been around for a *long* time. Their take on the Pokémon theme song held the most watched video spot for six months back in 2005 and since then, they've been one of the most popular channels ever. They also have a separate channel for all their gaming shenanigans where you can see your favourite characters rap battle and more. Their annual Food Battle, where the two pitch their favourite foods against each other in a hilarious way, is a must-see.

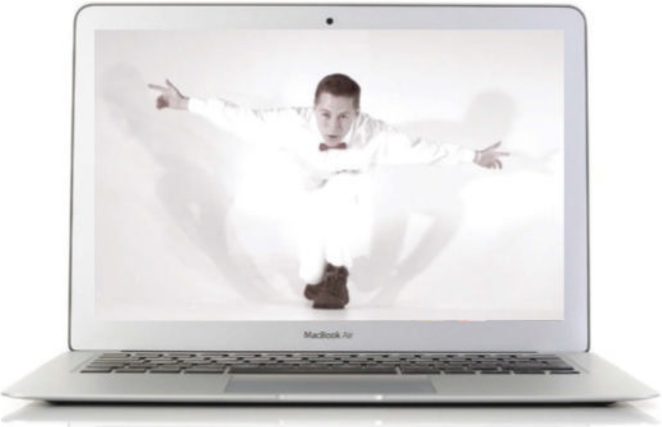
Superfruit

Superfruit is a YouTube channel by Mitch and Scott, two American vloggers with a penchant for a cappella singing and vlogging about whatever they feel like. A strange combination? Not if you're as open-minded as these guys are – they talk about everything, from the glorious reign of Beyonce to *Spongebob Squarepants*. If you need an ounce of good vibes, Superfruit should be your first stop. If you like what you see, go on to enjoy their music group Pentatonix, where they are joined by friends Kirstie, Avi and Kevin to make a cappella magic.

Interview

Mippey5

We spoke to the YouTube musician about his video process, the perks of being a vlogger and encouraging his students



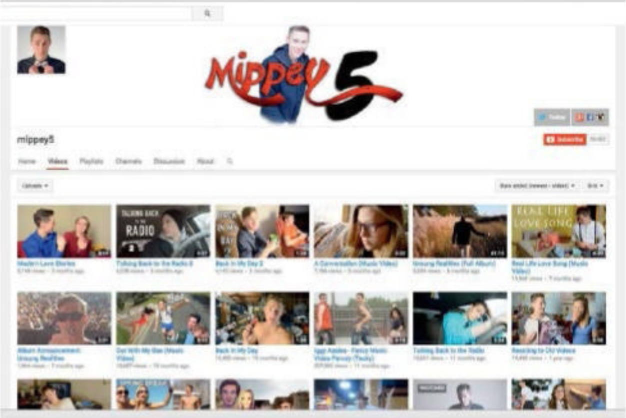
Q Why did you start vlogging? How did that begin?
A I started vlogging because I was bored in college, and I lived alone. I was just downloading random things on my computer trying to have some fun, and I downloaded an audio recording program. So I made some songs about the college and it caught on with the people in college. I caught the itch, expanded it a bit more and things started snowballing a little bit, and I liked the attention so I kept going.

Q What is the most underrated part of vlogging?
A The time it takes. A lot of people look at a simple vlog and they don't realise how much editing, colour-correcting and sound adjustments you have to make. A simple thing where you're just sitting in your bedroom talking to a camera isn't just turning on the camera and uploading it, it's lighting, [and it's] editing – it's a whole day process [to get right].

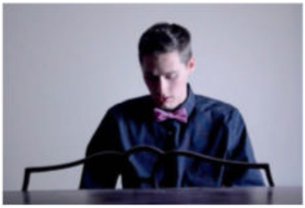
Q Is that a process you enjoy?
A Yeah, it's my favourite part. I like having the filming done and being able to create whatever I want with it. Two people can have the same exact footage and create two totally different things with that footage. That's probably my favourite part: being able to turn it into whatever I want. I use Final Cut Pro X for editing video and then for audio I use MixCraft.

Q What is the most overrated part of YouTube?
A There's a lot of people that think that you can do it and you'll become super famous… First of all, very few people actually get to that level. And even when you do get to that level, a lot of it is just on the internet, and it's all an illusion. I saw a funny picture the other day online, that said 'Internet famous people in real life' and it was just someone at an airport on his phone, with no one around him… I think having a huge online

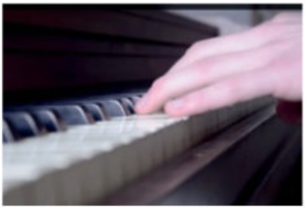
> "Make sure you're doing [it] because you want to do it for yourself, don't do it for anyone else. Otherwise, what's the point?"



His channel Mippey5 is his main channel, full of diverse videos



Persona He says his persona is a YouTube him



Music Most of his videos centre around music

following doesn't really change your day to day life.

Q You're a teacher, does that overlap with your YouTube life?

A Yes, it used to be more, the first day I went in people were like 'Hey, you're on YouTube!' and students went a bit crazy. This year it took them a bit longer to realise it, but then it spread very quickly. They turn around and say 'Why are you cool on the internet but such a mean teacher in real life?'

Q Do you advise your students to vlog as well?

A I encourage them to be creative and express themselves. We did do a video project and I encouraged them to present it creatively, in a vlog. There have been students who ask 'How do I become internet famous?' or 'How do I get a big YouTube channel?' I then apply some of the work ethic skills we use in the school to the video stuff, and use that as a teaching moment. But, I don't turn round and say 'Alright, let's go watch internet videos right now'.

Q Who do you look up to?

A When I first started watching YouTube I watched a guy called WasteTimeChasingCars, who related to me because he did music videos but also just talked to the camera as well. Then there was a YouTuber named NigaHiga. I liked his humour, and tried to apply the same kind of humour. Right now my biggest inspiration is a guy called TimothyDeLaGhetto, I admire him a lot because I can totally tell he's just real, it's his real self.

That's why I'm not trying to be like any of these other YouTubers. I try to take their strengths and apply them, but in the end it's just you… and that makes you most successful I think.

Q Is the you on your YouTube channel the real you?

A I have two separate channels. MoreMippey5 is my weekly vlog channel, and it's just me, totally real, talking to the camera, talking about my day-to-day life. It's straight up, I'm not putting on an act or anything. On my main channel, almost all of the time, it's always a different character. Especially in the music videos

Even when I'm vlogging on my main channel it's still like a news anchor-type personality, a happy go lucky character. It's me, but it's a YouTube version of me, as opposed to the vlog channel, that's the real me.

Q What is your top tip for people who want to start their own YouTube vlog?

A Make sure you're doing [it] because you want to do it for yourself, don't do it for anyone else. Otherwise, what's the point?

Style His videos feature a news anchor style

Getting creative You don't have to follow the crowd – but getting some inspiration from established YouTubers can help

The 'You' in YouTube

Take a look at these types of YouTuber to see where you might fit in

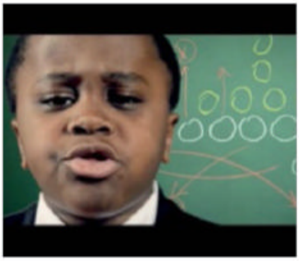
YouTube is home to millions of videos, but that doesn't mean there's a lack of creativity. If you can dream it, you can do it, and you totally should. That means that if you're into cooking, you should vlog it. Into sports? Vlog it. Into books? We say vlog it up! There's no limit and no rules on what you can or can't vlog as long as you respect YouTube's guidelines. If you're struggling for inspiration, you can always take a look at some other vloggers to see what they're up to, and see if you fancy joining the gang. Most established vloggers would love a new kid on the block to talk to, so why not see if you can spot yourself in any of these genres – and if you can't, invent your own!

Getting involved To get a better idea of where you might fit in on YouTube, check out some other vloggers

Finding yourself a category

Fashion and beauty
Beauty and fashion vloggers love showing off their stuff in haul videos (taken after the vlogger has been shopping), stash videos (where we take a look at what they already have) and tutorial videos. Although these videos might feature some expensive products, high-street, drugstore and budget vlogs are just as popular. Tutorials are a great way to brush up on your skills, so when you're ready, you can get involved too!

Gaming and tech
With tech it's often big vloggers who are first off the blocks with new releases that score views, but lesser-known technology-lovers can also talk us through their favourite tech or offer their opinion on apps or budget buys. Vloggers who concentrate on gaming record funny things they've found in-game, narrate walkthroughs and review new games. Gaming is also a genre that melds well with comedy – just look at PewDiePie!



Educational
Stop yawning! Educational doesn't have to equal boring. From pop culture to sex and relationships, from cyborgs to questions about race, YouTube is home to some of the best thinkers on the internet, and they aren't afraid to teach their audiences a thing or two. YouTube is special as it can be such an amazing conversation starter: the comments section is a great place for a debate and to find out more about your chosen topic.

Classic vlogging
Classic vlogging is straight-to-camera, usually involves one or two people and documents the vlogger's life or some random chat. And when we say random we mean random: Alfie at PointlessBlogTv vlogged through a medical procedure and Emma Blackery admitted her strangest addictions to over 700,000 people. This kind of vlogger has to be very careful about privacy – Zoella has had fans turning up at her house!

Singing and music
There are lots of vloggers that use YouTube as a platform to show off their amazing voices or showcase other musical talents. Musically-minded vloggers might play famous songs for their fans, try out new material or if they get big enough, take requests from the comment section. Tutorials are another way to get other music-lovers tapping their toes to a vlogger's brand of beats, whatever they might sound like.

Comedy
Comedians on YouTube take all forms. Basically, if you're finding it funny, it's probably comedy! Comedy vloggers can either plan out whatever they are filming, or do it off the cuff. Improvised comedy might involve challenges, pranks, or games. Comedians like Miranda Sings have a character to play, but others have lots of characters, or are just themselves. Funny stories, dances and songs always go down well with a YouTube audience.

MacBook Pro

How to get started

So, you want to be a vlogger? Here's how to get started filming and editing, and become a part of the YouTube community

Filming your first vlog and putting it online may seem daunting to begin with. After all, you might feel slightly silly turning on your camera or webcam for the first time and talking to yourself. Posting your own unedited ramblings sand staring at the viewcount while your mum clicks refresh in the next room isn't exactly motivating either.

That's why before you start posting you need to learn a few skills to help you on the way, from developing a clear idea about what kind of channel you want to create, to the ability to write a good script and shot list. Step-by-step tutorials will guide you through everything you need to know to get up and going with your vlog. A good video requires preparation as well as a good idea of what kind of message you want your channel and videos to convey.

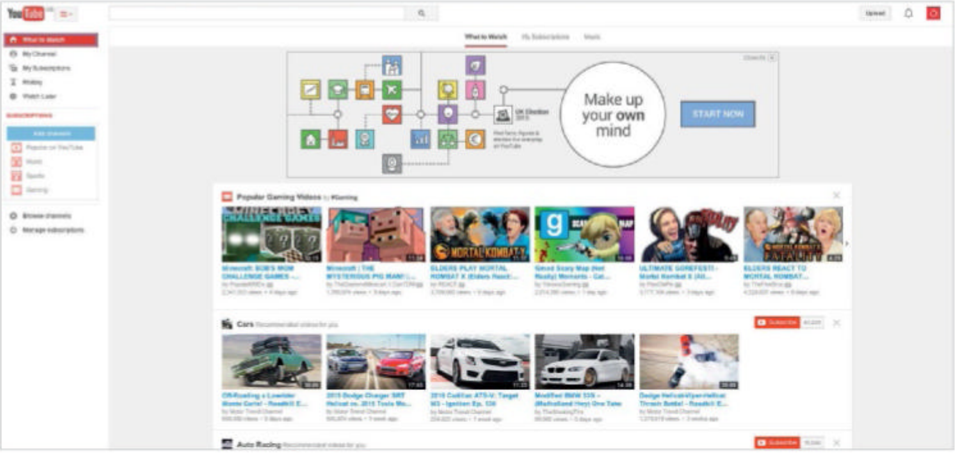
Once you master the basics, you'll soon forget all of your initial worries. And don't forget, the most important part is to have fun!

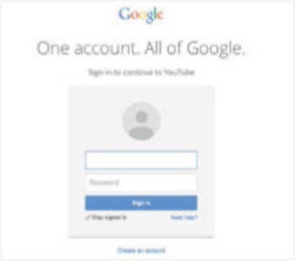
Creating your channel

Before you can start uploading you will need to create a channel. Vlogger Christopher Bingham takes you through the process

Your channel is what connects everything you do on YouTube, and is the first step for any new video maker looking to publish their work. It showcases your uploads, playlists and interactions via an activity feed. Customising it is important, but can be a little confusing. While logged in, your channel appears differently for you than for other users. It also appears differently to those subscribed to you than those who are visiting for the first time. Take this into consideration when working on your layout.

YouTube is constantly evolving. The layout of the website, including your channel, is subject to frequent revisions and updates. YouTube's development team are constantly tweaking and improving the site, and it can sometimes undergo several large changes in a matter of months. This guide provides simple, universal steps to setting up your channel.





Create an account

01 To access most of the features on YouTube, you need to log in using a Google account, which can be used for all Google-owned services. If you don't have one already, click 'Create an account' at the bottom of the log-in page and follow the instructions. You will need to provide a few details and create a password.

Create your first channel

02 When you first sign into YouTube you're automatically registered for the website, but you won't have a channel yet. To create one, click 'My Channel' to the left of the screen. You will be asked to provide basic personal information or, if you prefer, you can create a page for your company or brand.

Write a description

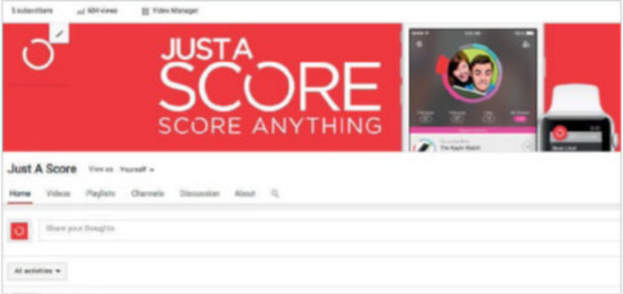
03 Navigate to the 'About' tab using the buttons directly underneath your channel name. Once there, click the button to add a Channel Description. While on this tab you can also choose to provide a contact email and add links to your website or other social media profiles using the sections below.

Customise your look

04 Above the tabs is your Channel Art: a large banner image and a smaller avatar. Your avatar appears in searches and on subscribers' sidebars, while the larger image acts as your channel backdrop. Hover over either image to reveal a grey 'edit' button, and follow the instructions to upload your artwork.

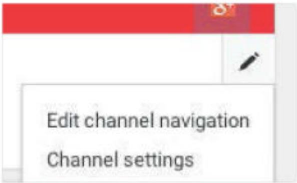
Enable browse

05 By default, your channel will only show a feed of your recent activity. If you want to make more involved changes you need to enable 'Browse'. While on any tab, hover over the title area below your banner image and click the grey 'edit' button, then click 'Edit channel navigation' to reveal advanced options.


JUST A
SCORE
SCORE ANYTHING
Just A Score
Home
Videos
Playlists
Channels
Discussion
About

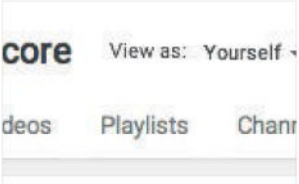
Add sections

06 You now have access to a lot of options for your 'Home' tab. Use the 'Add a section' button at the bottom of the page to create sections, or 'shelves', for your channel. Each one can display different uploads or playlists, and once saved can be edited or moved around using the 'edit' buttons that appear in the top-right corner when you hover over them.


Edit channel navigation
Channel settings

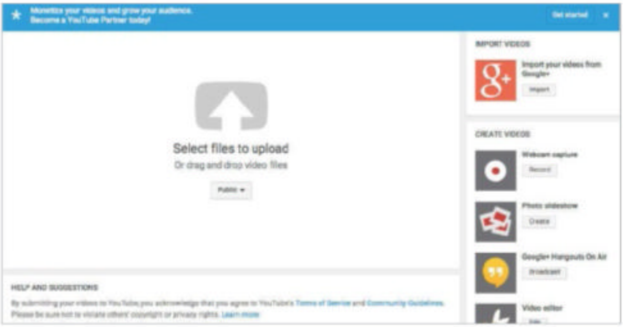
Add Featured Channels

07 Further customisation options exist around the edges of your channel, including the ability to showcase 'Featured Channels' on the right side of the screen. If you have friends already using YouTube, or favourite channels that inspire you, add them to your channel by hovering over that section and clicking the grey 'edit' button.


core
View as: Yourself
deos
Playlists
Chann

Make your first playlist

08 Navigate to the 'Playlists' tab using the buttons directly underneath your channel name. On this page you can see all the playlists you have created, how many videos are in each one and what they are called. To create your first playlist, click the 'New playlist' button near the top of the screen.


Select files to upload
Or drag and drop video files
Public
IMPORT VIDEOS
CREATE VIDEOS
Webcam capture
Photo slideshow
Google+ Hangouts On Air
Video editor
HELP AND SUGGESTIONS

Upload your first video

09 Navigate to the 'Upload' page by clicking the 'Upload' button at the top-right of your screen, next to your avatar and 'Notifications' icon. Follow the instructions to publish your first video. As you publish more, come back to your channel and customise it further.

Energy and enthusiasm Whatever tech you have access to, developing an entertaining channel is about enthusiasm

Develop your channel

How to build your online presence, target an audience and create a successful vlog

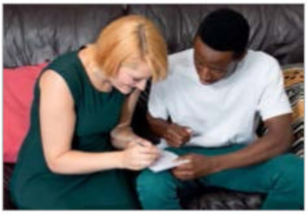
If you want to be a successful vlogger you need to lay the foundations first. Quality content and consistency is the secret to longevity online, so put plenty of time into the planning stage.

With thousands of vlogs and channels online, you're going to be up against some stiff competition, but provided you're motivated, it's perfectly possible to gain recognition and build a solid following.

In this feature we'll help you get started, as we offer practical advice on developing a concept, appealing to your target audience, building a successful brand and ensuring regular viewers. So follow along and find out how to make your vlog a viral success.

Positive results With the right attitude and motivation, you will soon build a successful vlog and strong online presence

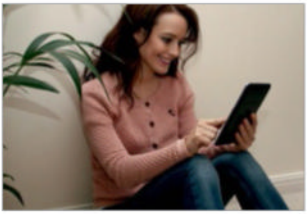
Find a niche



If you're serious about making your vlog a success then you will need to put a great deal of thought and planning into it before you start filming. Focusing on a subject that you're passionate about will not only help you to create great content, it will also motivate you to keep at it.

Brainstorm a few creative ideas initially and try to stick to one subject. Whether it's beauty, reviews or simply an advice vlog, this will help give you some direction and enable you to narrow down a target audience, which will likely prove to be particularly important when it comes to successfully marketing your channel later on.

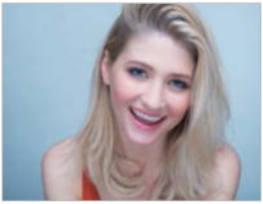
Do your research



There are thousands of vlogs, so make sure you do your research. Once you've chosen an area to focus on, take a good look at existing vlogs online, particularly those in the same genre with a high number of subscribers that also share a similar target audience. This is great way to see first-hand, based on the number of hits, what works and what's popular. It will also help you to develop some fresh ideas when it comes to content planning, channel aesthetic, presenting style and even video editing.

Even after you've started posting your own vlogs, it's still a good idea to continually research other channels so you really know what you're up against.

Top content tips for beginners



Introduce yourself For your first vlog, create an introduction video that works like an about page. It should give your audience an insight into you, your interests and why you started vlogging.

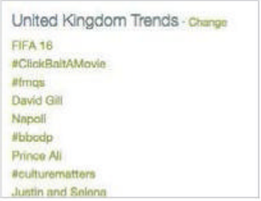
Be passionate Stick to vlogging about your passions and no doubt you'll find it easier to come up with new and creative vlog ideas, stay motivated and interact with your audience.

Stay relevant If you're offering advice or giving a review, make sure you feature new products and trends. It will keep your vlog relevant and engaging

Video promotion top tips

NEWSLETTER

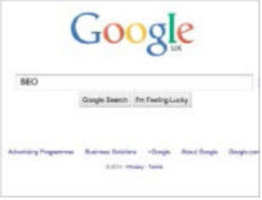
Create a newsletter Send a monthly newsletter to your subscribers with an update on your vlog and links to three or more of your most popular videos that month.



United Kingdom Trends - Change

FIFA 16
#ClickBaitAMovie
#fmqs
David Gill
Napoli
#bbcdp
Prince Ali
#culturematters
Justin and Selena

Use hashtags A lot of social media sites allow hashtags, which help people find content they're interested in online. Use them when promoting a new video to increase views.



SEO

Think SEO Ensure your video appears first in a search browser result by giving it a relevant and descriptive title. You'll be guaranteed more views if it hits the top spot.

Stand out from the crowd

Be bold when it comes to building a brand for your channel, and think carefully about presentation. There are a few things you can do that will really help you stand out. Choosing the right name for your channel is the first step. If you're not using your own name, jot down a few unique ones that are easy to pronounce and reflect your personality, as well as your channel's content and tone. It's also worth researching whether your chosen name is available on social media and domain-free. If so, sign up and purchase the rights to the domain; you'll need this for consistency, as it will make it much easier to promote and market your channel later on down the line.

Selecting an interesting profile picture or designing a unique logo to represent your brand is also a great idea, as it can help make your vlogs instantly recognisable online. You can even brand your videos by using props, a particular style of lighting, or filming in a familiar location each time. Consistency when you're editing is also important. Consider adding a quirky theme tune or unique intro and ending to each video. Most importantly though, ensure you create interesting and entertaining content that will draw viewers back for more each month.

Be yourself

You need to be confident in front of the camera and let your personality shine through when you're presenting. Be genuine, positive and even a little light-hearted or humorous to keep things entertaining, especially if you're tackling a serious subject in your vlog. Practicing in front of the mirror, or even the camera itself, can help you get to grips with public speaking.

Try not to be too critical of yourself; remember that not everyone is going to like who you are or what you have say, but that shouldn't put you off posting. Provided you're creating engaging, quality content, you'll soon start to build a regular and interested audience.

Build your audience

Posting interesting vlogs on a regular basis, whether it's daily, weekly or monthly, will definitely bring viewers back to your channel. However, a clever marketing strategy is essential if you want to boost the number of daily hits and subscribers. Set up accounts on the likes of Facebook, Twitter, Instagram, Pinterest, Google+ etc and plan to regularly promote yourself and your recent vlogs. You can even schedule some posts ahead of time so that they appear as soon as your video goes live.

Don't forget to encourage your friends to like your pages and share links as well; it will help you reach more people, much quicker. You can even post your videos on social media groups or pages that are relevant to your channel – it's a great way to reach your target audience and increase the amount of views and shares on a recent vlog.

Promote Post vlogs regularly and use social media sites to promote your channel, it's a great way to increase your audience

Create a community

Connecting with your audience via the comments section on your channel or through social media is important if you want to build up a regular viewership and a strong online community. Never forget to interact with your fans by starting discussions, asking questions and even responding to some requests in your next video, as it's a great way to guarantee that viewers will return to watch, as well as also being a fantastic way of generating new vlog ideas that you know your audience will be interested in.

Engaging with viewers will make them feel valued and a part of the channel, so always make sure to encourage conversation. By building a stronger online community, you will soon find the amount of subscribers to your channel increasing on a regular basis.

Online community Build a strong online community by interacting with your viewers in the comments section and your next vlog

How to present yourself

Follow our practical advice on bringing your channel to life and ensuring your personality shines through

Put in some practice

Practice makes perfect, so ensure you do a test run before you press record. Rehearsing in front of a mirror will help make you more aware of your body language and facial expression as you talk; it's also a great way to practice a script. Don't forget to film some test footage too, that way you'll be able to double-check the lighting and audio quality.

Speak clearly

It's easy to ramble when you're nervous but it will be hard for the viewer to really understand and hear what you're saying if you don't speak clearly. Take a deep breath before you begin recording and remember to enunciate words and speak clearly into the microphone at a good, even pace. A script or a plan will also help you organise your words and speak clearly.

Mini
Spanish
Oxford Spanish Dictionary
OXFORD
Português
ALIAN COURSE

Watch your language

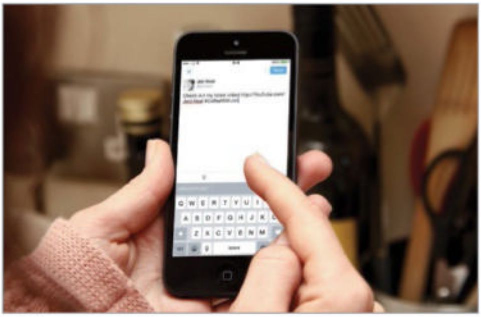
It's important to be yourself but try to avoid using offensive language and slang words where possible. Always keep in mind your vlog's target audience and remember that some words can have alternate meanings in different countries, which is worth bearing in mind if you want to appeal to a broad audience. The last thing you want to do is offend your audience.

Have a positive attitude

Negativity isn't appealing, and a bad attitude won't make people want to watch your vlog. It's important to be genuine and express your opinions, but try to keep things light-hearted, upbeat and even humorous at times. Show your audience that you're excited to share your interests with them. Aggressive ranting won't exactly entice people back to watch your next vlog. Consider your points before you speak.

Interact with your audience

Reach out to your audience in the comments section and thank them for viewing your vlog. Interacting with viewers is a great way to build a strong community, and show people that you're keen to hear their opinions and ideas for your next video. Engaging with viewers on social media is also a great way to positively promote your channel. Remember being social is a huge part of YouTube.



Stay safe online

Your enjoyment of vlogging is paramount. When you're interacting with a viewer, always err on the side of caution. Stay safe and never give out any personal details. Once your blog gets noticed you can expect some criticism in the comments. Threats shouldn't be tolerated and you should report them to YouTube or notify the correct authority. You should never be in a position where you fear for your own safety.

Always look into the camera when you're recording, it will make your vlog much more engaging. The viewer will feel like you are talking directly to them

You
Tube
WORK
FOR
MONEY
DESIGN
FOR
LOVE

Your workspace This is your personal little sanctuary - so make sure it's one you love and enjoy spending time at

Write your vlog

Every vlogger has their own process. Bing explains how you can find one that works for you

Vlogging is a highly personal process which varies a great deal from creator to creator. When compared to television or film, production is also very small in scale. Typically, one person is in charge of every element of production. They write, perform and edit themselves. Because their notes don't have to be seen or explained to anyone else, they can be written however the vlogger chooses. They may be short or long-hand, single words or a list of talking points, and they may seem like nonsense to anyone else.

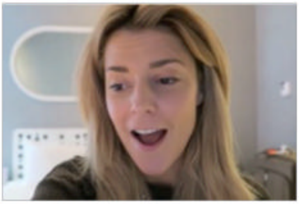
It's also near-impossible to tell how a vlog was written by watching one, much like watching a talented comedian or public speaker. A video which seems completely unrehearsed may have been painstakingly scripted, and a video which seems too eloquent to be performed without practice may just highlight that vlogger's gift for speaking.

Come prepared Essential for any creative person - always have a notebook or tablet on hand for when inspiration hits

Just the basics

Many vloggers recommend writing only the essential details down to compile your 'cheat sheet', a list of the most important points throughout the video, including any specific information like names, dates, websites or figures. Speaking to a camera, like speaking to a live audience, needs to feel natural. This process helps you remember talking points but not become dependant on a script, forcing you to think on your feet. Your footage will be useless if you can't go more than a few words without checking your script.

Try writing out your video plan using the simplest notes possible, only 2-3 words for every 20-30 seconds of talking. These notes can be as simple as 'Intro', 'Mention new release' or 'Remember to subscribe'. If you're confident in speaking about your chosen topic, you may only need your cheat sheet as a check list. Discovering that an important part is missing later on is extremely frustrating.



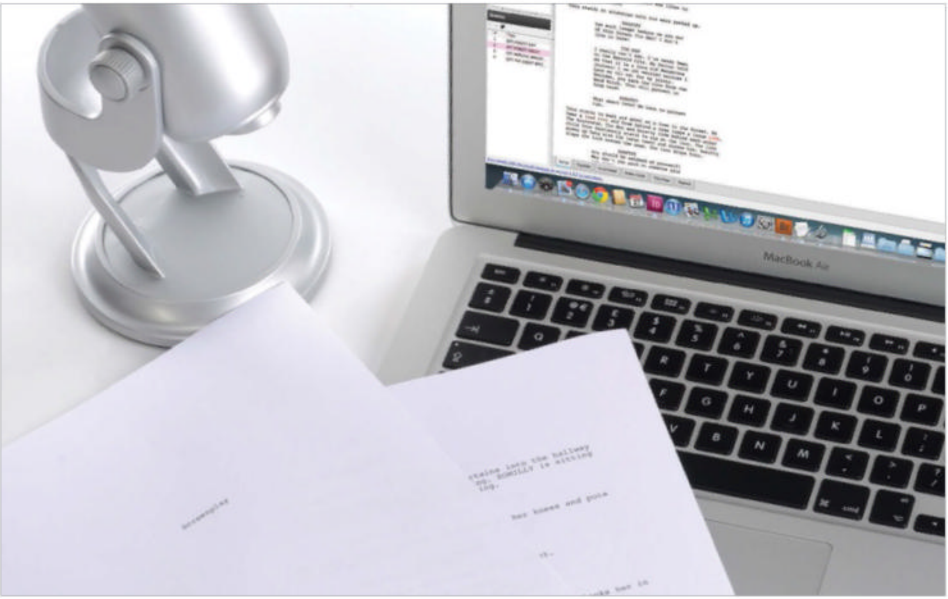
Grace Helbig She's a naturally talkative person with an infectious personality, and likes to approach her vlogs without too much of a plan

Planning every detail

Other vloggers prefer to write out entire videos, crafting every line and inserting notes for when to pause or cut. This can have practical advantages. For instance, if you're speaking about something complex, like science or politics, longer notes are important for getting facts, dates and context correct. Many prefer to write out videos, even if they don't use it while shooting, to help organise their thoughts as concisely and eloquently as possible.

Writing in this way can save you a considerable amount of time on production. You will record quicker because you don't need to pause to consider what you are saying next, or repeat yourself unnecessarily. This means there's less excess footage to work from while editing. Be careful, however, because sometimes working from a full script can make even seasoned public speakers seem rigid and impersonal.

Rhett and Link They create intricate and extremely inventive videos that require a lot of detailed planning - like this music video called 2 Guys 600 Pillows, shot and lip-synced completely in reverse



Scripting An essential in filmmaking, writing a script can be the most useful part of planning a more complex YouTube video

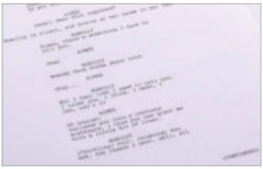
Write a script

Some videos will need more thorough planning than a few notes, so it helps to know the basics of script writing. Bing shows you how

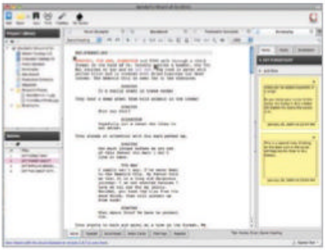
Although it's not always necessary, depending on the scale of your project, writing scripts can be a key skill in the world of YouTube. The strict formatting conventions of a script are tools with which your idea can be efficiently communicated to anyone else working on the project – a kind of universal language. Many pieces of software exist, which help you write scripts in the correct way, although for the purposes of this example we will be using CeltX.

Essential text types for script writing

In a script text can serve a variety of purposes, and each purpose is formatted differently on the page. The four most common types of text are Scene Header, which appears in all-capitals and is justified left, then there is Action, which is also justified left but with standard



Script structure The codified structure of a script lets you describe your story to anyone else who might need to understand it punctuation. Character, is typed in all-caps and centre justified, and Dialogue, sits under the Character with standard punctuation. With these building blocks you can now describe your location, the action of your characters, and what they say.



How to layout your script text

Writing a script is simply the process of laying out your idea using these blocks. Think of what you want to show on screen, step by step. Start with a Scene Header, which gives a very brief description of where the scene is taking place. It is also common practice to describe conditions like time of day or whether inside or outside using shorthand, for example: 'INT. CHRIS'S HOUSE, DAY' or 'EXT. THE BEACH, NIGHT'. Next comes Action, a short paragraph or sentence describing what is happening in that specific scene and what is involved.

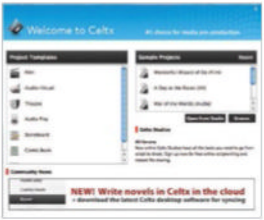
When a character needs to speak, we first identify them with a Character line, usually just their first name. This is immediately followed on the next line with Dialogue. Remember that everything here will be spoken by your character. You cannot mix Action and Dialogue in the same line, although you may break up sections of speech by starting a new block of Action, followed by Character and Dialogue again. After this, you are free to start the cycle again. Action may follow, another Character and Dialogue pairing, or a new Scene Header in whatever combination you need.

It is sometimes beneficial to have an idea about what you want to happen in your story before starting to write the script. You will find that if your story is quite complex the script can become very complicated if you haven't ordered your thoughts on paper first.

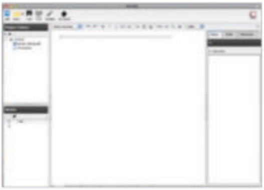
Write an outline of your story, including a list of characters and locations, before writing the script

Getting started

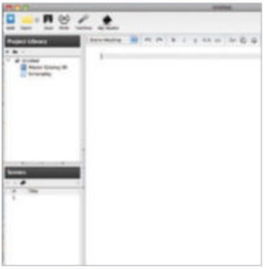
Starting a project in CeltX



Create To start a new script, click the Create button and select Screenplay. Name it, then open it.



Interface CeltX looks like a word processor, but it's made just for scripts. Enter a Scene Header.



Navigator On the left, your Scene has appeared in a Navigator panel, which lets you organise your script.

Format Now start typing Action, Character and Dialogue. When you press Enter, CeltX predicts the format you need. Or you can manually hit the Tab key or use the menu in the toolbar.

The shot list Another traditional tool in the filmmaker's production kit is a shot list, which can take many forms

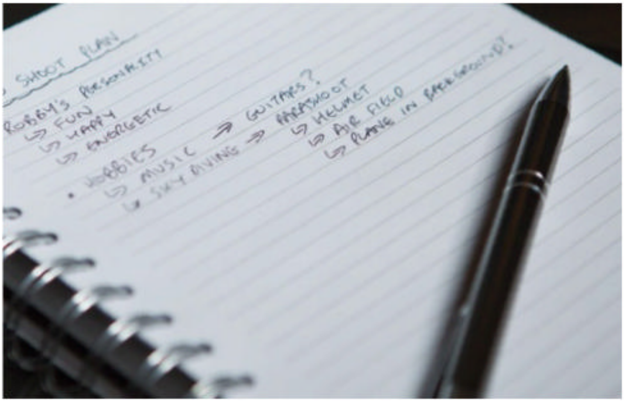
Planning your shots

Christopher Bingham takes you through how a shot list helps plan your vlogs

Like the script, a shot list is used to clearly and efficiently communicate what will happen in your video. It can also be used as a memory aid during production, to make sure you don't miss anything. Unlike a script, which deals exclusively with the actions, setting and dialogue of a scene, a shot list describes the movement, placement and behaviour of the camera. The structure of a shot list is also more informal than a script, and can come in many varieties.

Learn the lingo

You can choose to use only text for your shot list, or create storyboards to accompany it as a visual guide. For either option,



it helps to make use of common film terms like Wide (shorthand W), Medium (mid or med) and Close-Up (c/u) when describing your shots. If you create only a written shot list, it helps to be as detailed as possible. Make sure to include important actions, camera movements, and any other detail that needs to be captured.

Use storyboards to help visualise your shots

Many filmmakers choose to create storyboards. Again, this is a loose form that can be accomplished in a number of ways. Storyboards are a series of images describing the shots you are going to capture. They can be as complex or simple as you wish, as long as they include information that is going to be useful to you or the camera operator. They sometimes show the camera's position, shooting angle and the position of the subjects in the scene. Most commonly they are drawn with pencil or pen, but they can be photographed instead. For some feature films they can be full colour paintings.

Be sure to include all essential details

However you choose to create your shot list, the most important parts are always going to be the smaller details concerning camera movement, lighting and technical details. Some can be drawn, for instance an arrow from left to right which describes the camera movement you desire. Others, like the specific lens or light effect you want to use, can only be written. Most storyboard panels or frames will be accompanied by text. Many templates for creating storyboards exist for free on the internet, and they usually include plenty of space for annotation.

Getting all the details…

Draft Create a rough shot list. Every action and line of dialogue should be captured at least once.

Add detail Populate it with more details. Don't worry if some shots are more intensive than others.

Storyboard Make a visual guide by translating this into images. You may then want to make changes.

Amend A shot list or storyboard is not set in stone! You're the creator, and can make changes at any time.

Produce great videos

One of the most important parts of making a video is the process of creation

The production process for vlogs can be as advanced or as simple as you make it. You can use the webcam built into your laptop and use iMovie or Windows Movie Maker to cut out the parts where your housemate walked into your room or you had to think for a minute about what it was you were hoping to say. You might want to use an advanced camera, microphone and lighting gear film an technically brilliant short film and add special effects in Final Cut Pro. In the end, it's all about the video you want to make, and in this section, we will teach you exactly how to make it in our detailed tutorials.

That's not all; you can learn from the best by reading how Christopher Bingham (aka slomozovo) makes a YouTube video in his personal opening feature, taking you through his filming process and explaining his preferences when it comes to production and editing.

Christopher 'Bing' Bingham Bing shoots a video for his vlog channel, Bingradio

Vlogging with Bing

Christopher Bingham, a veteran YouTuber, has been making videos for almost a decade

Christopher is not afraid to try new things. With a background in film making, he started making videos as a teenager. His first channel on YouTube became a home for sketch comedy, short films and the occasional music video. When he decided to start vlogging, he wanted to do it on a bigger scale than most. He is well known for his huge, experimental vlog project Past Bing / Future Bing, although nowadays he prefers to keep things simple.

Keeping it simple Bing tries to keep his production process and videos simple

Finding your way

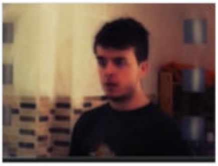
As a film graduate, I've always approached everything I do with an eye for framing, lighting and technical quality. Making films for my first channel, slomozovo, I have always tried to find a balance between something modern, or weird, and something traditional. What particularly fascinates me is how simple, classical framing can often be the most powerful. Of course, when you film your life on the go, sometimes you can't avoid losing a few of those things.

The right cut

That's where editing steps in. I have always tried to approach the pace and structure of my video blogs as I would a documentary film. The right cut, a subtle use of music, and suddenly your own life can seem so romantic and overwhelming. Vlogging can't always look perfect, and that's partly the point for me – an honest, intimate representation of life. When I travel, I don't pay too much mind to making it perfect. I leave that for Future Bing to sort out.

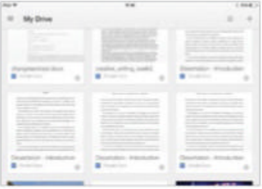
Bing's vlogging today

My process for making vlogs nowadays is deliberately simple, avoiding too many gimmicks or fancy techniques… An idea may come at any time, and I'll note it in my phone or on some paper. On the morning of a shoot I will sit for 20-30 minutes writing out what I'm planning to say. I prefer to write long-form notes as it saves shooting time. Then I'll grab a coffee, and set up my equipment; tripod, two LED lights, my DSLR (Panasonic GH3) and mounted microphone. When I'm happy with the shot, I'll say everything I've written. I try to shoot efficiently, often recording two videos back to back (one may be scripted, the second improvised). I edit as soon after shooting as possible, while it's all still fresh in my head. It's usually very simple – no text, no image overlays, no distractions.



> Vlogging can't always look perfect, and that's partly the point – keep it honest and simple

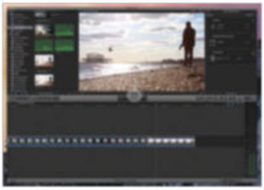
Behind the camera with Bingradio



Notes I write almost all my notes long-form, using Google Drive. That means I can use a tablet.

In position I prefer to stand when I vlog. It gives me range of movement, which I find important.

Warm up I try to shoot more than one video at a time. The scripted video acts as a warm up.



Editing I edit using Final Cut Pro X on a MacBook Pro. Over the years I have become much faster.

Preparation is key Remember that the minutes you spend preparing your video before you shoot will ultimately save you hours in post-production

Don't rush The best vlogs are ones that have been prepared and considered, rather than filmed off the cuff and uploaded in a hurry

How to properly plan a video

How you prepare for your vlog will determine if you fall flat or go viral, here's how to cover all bases

Before you cry 'lights, camera, action' it's a good idea to consider everything that goes into creating a successful vlog before hitting record. Vloggers can't get away with merely reciting a few lines to camera anymore, far from it. Dynamic and engaging vlogs, the ones you can't wait to share with your friends, are captured in appropriate locations or with thought-out set designs that have been styled to reinforce the host, the brand and the channel. The presenter is dressed a certain way deliberately, the creator has the right kit and knows how to use it correctly, and it's all been filmed with the right light. Preparation really is key and so we've put together all you need to know to get yourself, your kit and your set ready for show time.

The correct camera

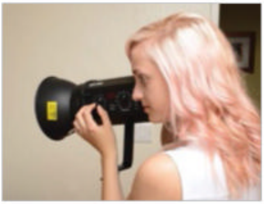
The most important piece of equipment you'll undoubtedly need in order to create a video blog is of course a camera. But which camera? If you're looking to purchase a new shooter there are a few specifications you should make sure it has. Whether you're opting for a camcorder that also takes photographs, or a stills camera that also shoots video, ensure that it offers at the very least 720p resolution or better still, 1080p full HD, anything less and you're work will turn into Minecraft graphics on bigger screens. Find one that offers a strong battery life and generous shooting time of at least 30-minutes, otherwise the constant stop-start will zap your flow. It's also important to narrow your choice based on what it is you want to shoot; if you're a beauty vlogger look for one that has a beauty movie mode, if you film whilst doing physical activity grab one that's classed as rugged. If you're still confused check out our recommendations on page 50.

Marvellous microphones

Your camera or computer may have a microphone and so far it's done a satisfactory job of capturing sound. The only problem with these types of mics is that they have a tendency not to discriminate and absorb all sounds around you, including unwanted background noise. If you're a singer, performer or simply want clean, rich audio, it really is worthwhile investing in a superior sound set up, giving your video more of professional edge. The good news is microphones don't cost the earth, and you can easily pick up a studio-quality one for under £100 these days. You'll want to make sure yours has USB connectivity and offers plug-and-play, which essentially means you can just pop it into your computer's mic jack and away you go, no need to install drivers and software. If you can find one that picks out various sounds then this will save masses of time in editing and if you film on location regularly, look for one that's light and small.

Find the best light to illuminate your shoot

Light that flatters The most flattering light is soft and even; you'll get it by shooting in front of a window. If it's a very bright day veil it with a white sheet or net curtain to soften the light further.



Light that defines If you're shooting indoors and want light that picks out every detail and movement of what you're demonstrating, studio lights are the way to go (see page 56).

Outdoor light Overcast days provide even light, whereas sunny ones will create shadows on your face, so shoot in the shade. When the light levels drop bump up the ISO or use a tripod.

How to properly plan a video

Take your time Take time to get to know your camera inside and out to save time messing around on the day of your shoot

Preparing your kit

Before you hit that shiny irresistible red record button there are a few adjustments that you can make to your camera's settings to improve the overall production of your footage.

First things first, scroll through the menu to discover what resolution it is currently recording at and adjust accordingly (720p is good, 1080p is better). Next format your memory card (just make sure there's nothing on there you don't want deleted) as this will avoid any awkward 'memory full' moments mid shoot.

When it comes to which filming mode to opt for, that will depend on your skill level. If you're confident in manual, go for it, if not, there's no shame in using auto. Alternatively, select one of the camera's movie scene modes. For example, if you're filming a beauty demonstration select the Beauty or Portrait movie mode. This tells the camera to find your face and alter the exposure and white balance accordingly. Similarly, if you're filming an action sequence, set scene mode to Sports or Action, as it will program an autofocus to continuously chase and expose for your subjects.

Your camera might offer a selection of white balance presets but for a more accurate result take a manual reading by using a grey or white piece of card and save it as a preset.

The ISO is there to help you when the light levels drop and you want to record footage handheld. Before you shoot take time out to work out how high you can push the camera's sensitivity before the picture quality is compromised by noise, alternatively if you can, opt for a tripod when it's dark to keep ISO low and image quality high.

Tripod Not only will a tripod help you to deliver to the camera, but you can lower the camera's ISO and improve the overall picture quality

Location, location, location

A safe bet Bedrooms may be a cliché background for many YouTube videos, but they're safe and simple. Just make sure the background is distraction free.

Out and about If you want to film outdoors, aim for somewhere quiet or shoot at less busy times, such as first thing in the morning. There's also always your garden!

Make it relevant If your vlog is genre specific, pick a location relevant to your content. Culinary vlogs are best in a kitchen and cycling vlogs are best outside.

What to wear?

What you wear can have a big effect on how your video is perceived. Ultimately it all depends on your genre choice and target audience so wear something they would expect. If you're a gamer, gaming t-shirts are practically a uniform. Likewise if you're a fashion connoisseur or beauty fanatic, practice what you preach and look the part. If you're in a band, a bit of self-promotion with a band top doesn't hurt, and if you're aiming to hit a professional or serious note, it's in your favour to dress smartly – white, blue and purple tones work well. Different colours send out different messages so as a general rule of thumb; bright colours like pink, yellow and orange are upbeat, blues are soothing, reds are passionate, greens are associated with the environment, while blacks can appear depressing. Ultimately, it's up to your taste and what you enjoy wearing. Being comfortable is vital to appearing natural on camera.

Set dress to impress

So you've sorted what you're going to wear, but what about your set? If you've opted for a plain backdrop, or a more traditional home or studio type of set then you might want to take a few things into consideration to ensure the background adds to your package, rather than detracting from it. First of all have a good tidy up, we don't want to see family photos and piles of dirty washing in the background; less is more. If you've created a brand, use the brand colours from your logo or titles to flourish your set, so if your logo is blue, find a handful of props in that exact shade of blue and scatter them with focus behind you, for example a cushion, a lamp, or a bunch of flowers. If you're vlog covers a specific subject make sure we can see relevant props so we know you're the real deal, have a make-up mirror for a beauty vlog, tools if it's a DIY show, a cake perched on a cake stand if you're bonkers about baking, and so on.

Stay legal, get the right paperwork

Model release Make anyone who appears in your vlog sign a model release form, even if they're your friends or family. If a legal battle occurs, you'll have proof they agreed to be filmed.

Location release Filming in most public places is fine, but for shots of particular buildings or private land you'll need a location release; get the owner or manager of the site to sign your form.

Media release If you want to use music, imagery or video created by someone else in a vlog, you'll need to secure a media-release from them, which effectively gives you their permission.

Upgrade Make your vlogs a little less amateur and a little more amazing by upgrading the technology you use to record your visuals

Cameras

Webcams can only do so much, so discover which camera best suits your vlogging needs

A bad builder blames his tools, so a good vlogger should know that a webcam can only take you so far. If you want to take your work to the next level you really ought to be using a camcorder or camera that records your visuals at least 1080p, this is perfect for capturing highly-detailed footage but won't kill your computer when you upload. The next step up is 4K cinematic quality resolution, perhaps a little unnecessary for enthusiasts, but certainly worth investing in if you have the ambition to take your work to a professional level. Consider the lens that the camera has too; a wide ranging focal length will deliver more flexibility and you'll certainly want one that offers wide angle shooting especially if you deliver your vlog from the confines of a small room. Portability and Wi-Fi will be a factor for vloggers on the go, as will durability for action-hunters, and audio performance for musicians. It's an extremely confusing decision.

List Write a list of all your vlogging visual needs, and then use a process of elimination to find 'the one'

Canon Legria Mini X Camcorder

(£350/$400)

The Legria Mini X camcorder provides everything the everyday vlogger requires; a compact and portable design, an 170-degree ultra-wide angle lens, a 6.8cm vari-angle LCD so you can watch your 1080p performance as you record, and a built-in stand meaning you don't need a tripod. This is a sublime choice for musicians, the Mini X is capable of recording CD quality sound thanks to Linear PCM technology and a larger stereo mic than its stable mate.

GoPro Hero **(from £110/$130)**

The great thing about the GoPro range is that you can fix them to almost anything, you name it, and the brand has a mount or clamp that will attach the camera to it. We're not kidding; snowboarders, skaters and surfers can attach the camera to their boards, musicians can record themselves singing during a gig from their mic, pilots can affix it to the wing of a plane, ice hockey players can attach it to their sticks and there's even a dog harness for canine fanatics. Absolutely perfect for the active vlogger.

Sony Bloggie Sport **(£170/$180)**

If high adrenalin experiences, tough and rough sports, and wet and wild adventures are your thing, the Sony Bloggie Sport has been made with you in mind. It offers built-in SteadyShot image stabilisation to keep shots sharp and a generous 4GB of internal memory that allows you to shoot up to two hours of full HD video at a time, ideal if you want to catch all the action in one long take. For those shooting on the move it provides a HD Sports Mode, recording your film at 60p for a much smoother result.

Canon Powershot SX710 HS

(£329/$349)

If there was a camera designed for the travel vlogger in mind then the Canon Powershot SX710 HS could be it, and here's why. First of all it's compact yet powerful; tucking a huge 30x zoom lens into an incredible compact yet stylish chassis. The camera also connects via Wi-Fi with your smartphone or tablet for instantly sharing and uploading your newly created video, plus you can use Image Sync to back up your footage to your computer.

Panasonic 4K Ultra HD Camcorder HC-WX970 **(£900/$1,000)**

Panasonic's top of the range, debut 4K camcorder is one of its many latest triumphs, as a hearty, yet affordable, professional movie-maker that brings professional quality video and functionality to the amateur and enthusiast markets. Producing ultra defined cutting-edge resolution – four times higher resolution than Full HD – this is a camera for vloggers who mean business but are on a budget. It's compact design makes it portable too.

Sony MV1 Music Video Recorder

(£249/$300)

If you're a singer/songwriter using vlogging to raise your profile Justin Bieber style, then look no further then Sony's MV1 Music Video recorder. Affordable at a practically pocket-money price the camera doesn't only perform exceptionally well visually, but it captures sound professionally, recording audio in uncompressed Linear PCM via 120-degree X-Y stereo mic coverage. A wide-angle Zeiss Tessar lens means you'll have more room to bust your moves too.

Nikon 1 J5 (£350/$500)

Forget big and bulky DSLRs, CSCs are the way forward for vloggers, they're far more portable and user-friendly. CSCs look like compacts, but allow users to switch lenses, in the same way you can with a DSLR. One great example of a CSC that's perfect for vlogging is the Nikon 1 J5. Competitively priced this stylish shooter sells us on its cinematic quality 4K video resolution, ability to the freeze the action at 20fps with Continuous AF in Sports mode, Time-lapse and HD slow-motion sequence options.

Canon XC10 (£1600/$2499)

Calling all hair, beauty and fashion vloggers, this could be the camera for you. The Canon XC10 is a 4K quality video and stills compact camera, which inherits the brand's enviably high-end Cinema EOS features as well as introducing improved recording versatility. This innovative new camera is aimed at those seeking a small, standalone camera or those who require a B camera in larger productions. The XC10 promises to deliver rich colours making the hues and tones in your videos leap off the screen.

Polaroid Cube (£138/$100)

As the name suggests this tiny camera, which is billed as a 'sports lifestyle action video camera' is cubed in shape and is favourably quirky and cute. The device, which features an integrated mic, records video at 1080p or 720p HD, a wonderfully wide-angle 124-degree lens and can be plunged to depths of 10M with the optional waterproof casing making it a viable option for fitness vloggers right through to action and adventure enthusiasts. Due its price tag it also makes an ideal back up camera.

Your mic Whether recording vocals, conducting interviews or just plain talking; a standalone mic can help your vlog stand out from the crowd

Microphone

Now you have sorted the visuals you'll need to find the right microphone for your vlog to succeed

Visuals are only half the story; to fully engage with your audience you'll to need to communicate with audio, unless of course your vlog is entirely mime based.

It's not only musicians who need a reliable, high quality microphone to record their vocals, sites like YouTube are a great platform for performers and presenters of all varieties to show off their talent and kickstart their career. Getting to grips with producing a stronger sound quality now, will really help you in the long run. Starting out with your computer's built-in mic is absolutely fine, but sooner or later you're going to get frustrated with its limitations and subpar sound quality capture. When that happens it's time to invest in a standalone mic, and with so many vlogging-dedicated products out there, you're sure to find one that fits perfectly with your genre and skill level, as well as your finances.

Getting serious If you're serious about vlogging, a standalone mic with dedicated audio software is essential

Rode NT-USB Condenser Microphone (£149/£169)

This super stylish mic has become one of the most popular choices of microphone for YouTubers, vloggers and podcasters alike thanks to its superior sound capture quality and bountiful feature set. In particular its six metre (20ft) long USB cable has been a boon for everyone, from musicians who want to move around whilst performing to sports video creators who want to interview players and fans during events.

Blue Microphone Yeti USB (£100/£149)

This rather hefty mic isn't for those shooting out and about, but for home and studio environments the Yeti is tough to beat. It's one of the most sensitive sound collectors around, and by that we mean with it you'll literally hear a pin drop. It's a particularly great match for everyone from musicians to documentary makers, as it features four different pattern settings so you can record vocals, instrumental music, or interviews in a way that would normally require a number of mics.

Samson Go Mic Portable USB Condenser (£50/$90)

The Go Mic is the microphone of choice for any vlogger who vlogs on the go; it's compact, light and super portable making it ideal to travel with. No drivers required here either, simply plug in and go. Under the hood we find that you can switch between two patterns (cardiod or omnidirectional), it offers a smooth, flat frequency response of 20Hz-18Hz, and includes a USB cable, cable clip and carry case. Its price also makes the Go Mic suitable for newcomers.

Must-have kit It's time to split the pros from the amateurs, if you want to take your vlog up a gear, here's the kit you'll need to do it

Lighting, set and accessories

Find out what lights and accessories the pros use to get the most out of their sets

A computer, camera and microphone are the core essentials for making a vlog, but what if you want to crank up the creativity or power out some professionalism? There are few extra accessories that you can throw in to really improve the package as a whole.

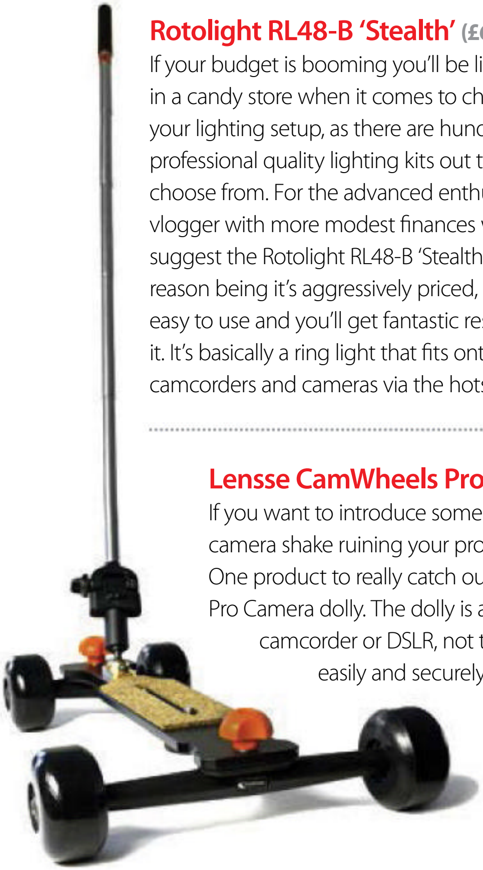
Tripods are a lone-vlogger's best friend; they hold the camera steady and are vital in low-light. If you're not tied to a static set up, there are tracks, dollies, cranes and jibs, to keep cameras steady during movement too.

When it comes to lighting there's a huge variety of options that vary massively. Good home studio kits can be picked up from £100. You can use portable lights or make the most of your home set-up.

Tripods With tripods, choose a carbon fibre one; they're strong, light and inexpensive. Its height should match or surpass yours

Joby GorillaPod Hybrid (£38/$40)

A tripod helps you when you're filming for several reasons; stability, higher image quality in low-light, and shooting from crazy angles with the Joby Gorillapod. There are over a dozen different products in the line up, suiting various types of camera, but we'd suggest the Hybrid. Not only can you use the Gorillapod to hold the camera still on a desk, but you can take it out and use its bendy legs to attach it to random things like a bench, lamppost, tree, bike, railings, – gifting you with a variety of new backgrounds.



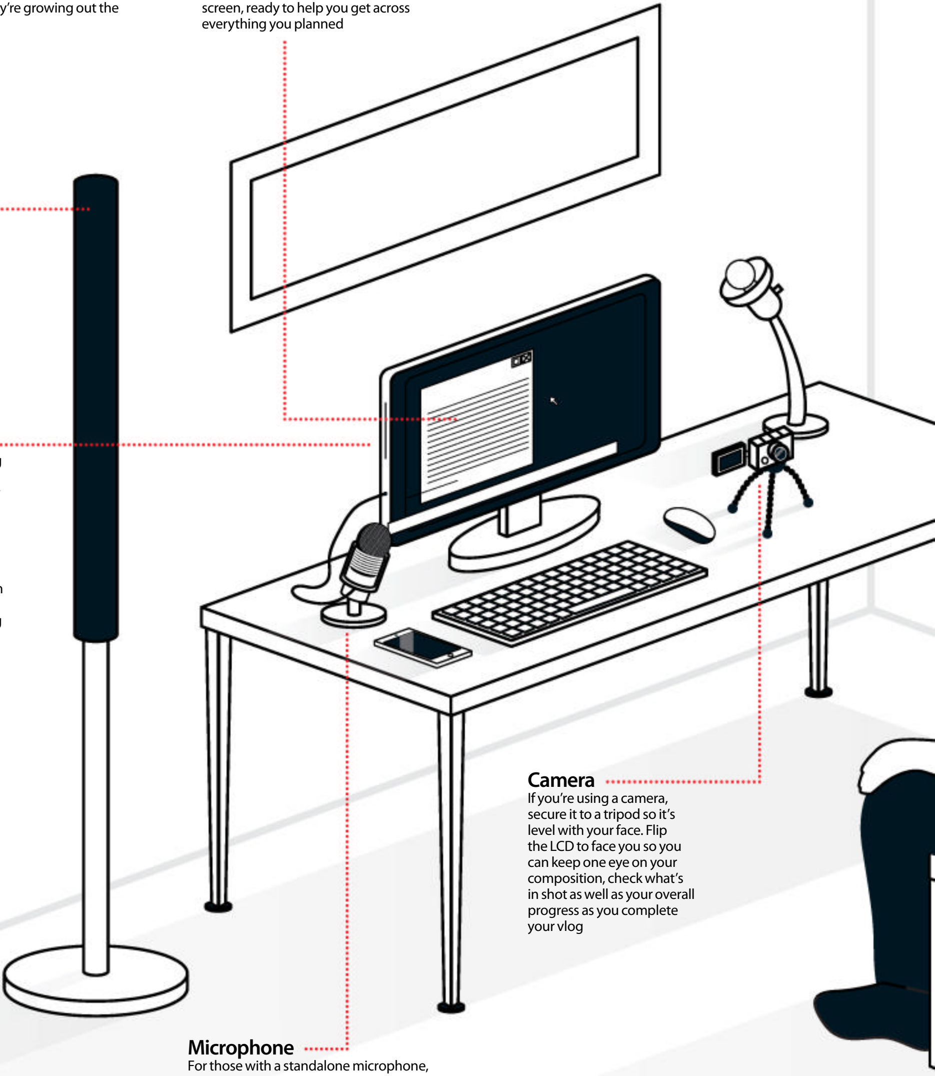
Rotolight RL48-B 'Stealth' (£60/$100)

If your budget is booming you'll be like a kid in a candy store when it comes to choosing your lighting setup, as there are hundreds of professional quality lighting kits out there to choose from. For the advanced enthusiast vlogger with more modest finances we'd suggest the Rotolight RL48-B 'Stealth'. The reason being it's aggressively priced, well made, easy to use and you'll get fantastic results with it. It's basically a ring light that fits onto most camcorders and cameras via the hotshoe.

Lensse CamWheels Pro Camera Dolly (£70/$99)

If you want to introduce some fluid motion into your movie, without worrying about camera shake ruining your production then there are several ways you can do it. One product to really catch our eye is the pocket-money friendly Lensse CamWheels Pro Camera dolly. The dolly is a simple and portable way of moving your camera, camcorder or DSLR, not to mention it's very reasonably priced. Plus, it attaches easily and securely to the base plate using the universal screw mount and offers angle adjustment to create fluidity. It's good to know that the wheels are made of a soft, smooth material which means that the dolly rolls along soundlessly as it films - there'll be no need to edit out the sound of squeaky wheels in post production!

Lighting, set and accessories



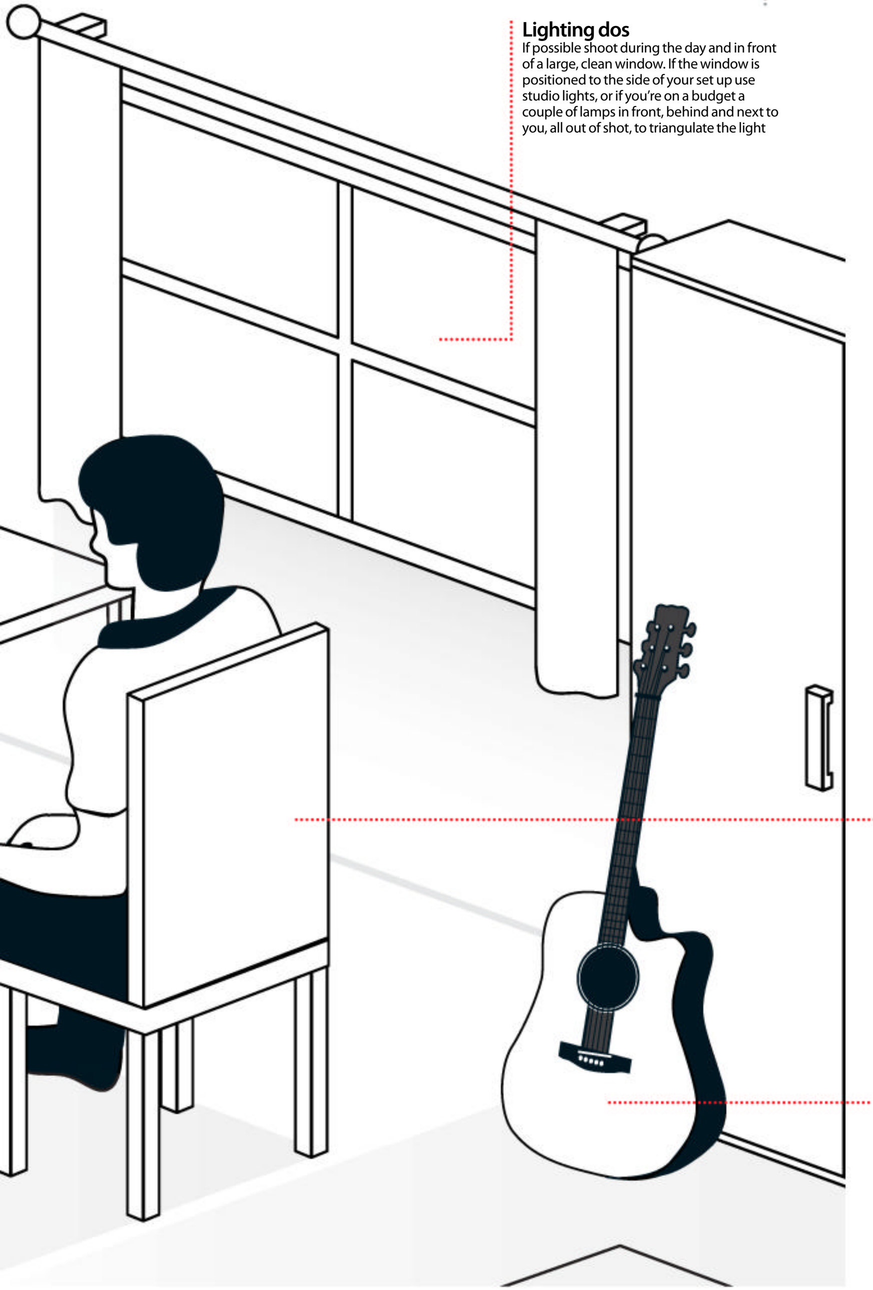
Lighting don'ts
Avoid using the ceiling light as this will create shadows underneath your eyes and nose. And be careful of positioning studio lights or tall lampshades behind you in shot, as they'll look like they're growing out the top of your head

Script
If you're using a camera to film your vlog, make use of your computer by pulling up your script or story board and having it there on the screen, ready to help you get across everything you planned

Computer
If you're filming using your computer or laptop to record your broadcast, set it on a desk in front of you and use books or boxes to raise it to head height. Avoid pointing the webcam up at you as this is the most unflattering angle possible

Camera
If you're using a camera, secure it to a tripod so it's level with your face. Flip the LCD to face you so you can keep one eye on your composition, check what's in shot as well as your overall progress as you complete your vlog

Microphone
For those with a standalone microphone, plug this into the camera or computer and ensure the head is pointing in your direction. Check the levels pre-shoot, making sure you deliver the test vocals from the same distance you plan to record from



Lighting dos

If possible shoot during the day and in front of a large, clean window. If the window is positioned to the side of your set up use studio lights, or if you're on a budget a couple of lamps in front, behind and next to you, all out of shot, to triangulate the light

The room

Most vloggers vlog from the confines of their own home, which is nothing to be ashamed of, just remember to use a room that is large enough for you to perform in

Clean and tidy

It might not be possible for you to shift large items of furniture out of the background, but you can tidy up so nothing attracts the viewers' attention away from you. Move pictures, posters, piles of washing and other miscellaneous items from view

Chair

If you're not comfortable your audience won't be either. Use a chair that provides comfort but isn't so unique or strange that it distracts from what you're doing. Position yourself about half a metre from your camera and microphone

Customise your set

Once your backdrop is clean, clear and simple, add a few touches to make it look more inviting or authentic, such as a couple of throw cushions or relevant props that fans of your vlog understand and would expect to see. If you do add colour, concentrate on complimentary and warm tones

Video editing It's not just for pros; every vlogger, regardless of budget and ability, can practice the art of movie creation

Software for beginners

There are dozens of editing suites on the market; we explore a handful of the biggest and best

As much as you might love what you've filmed, uploading it all in one go as one long, unedited stream of footage might not result in the most exciting watch for your viewers. Instead, why not embrace the delights of an editing suite to cut out the parts where it lags, add professionally-inspired titles and credits, add music to create emotion or impact, and use filters or effects to make it more dynamic and creative. There's a wide plethora of standalone suites on the market, so here we take a look at three of the most accessible and popular movie-making apps used today; we explain what they can do, where they're limited and what you should expect from them.

Help Whether you want cut and trim, add a voiceover, alter the arrangement, or get jazzy with filters, then here are some software solutions that can help

iMovie

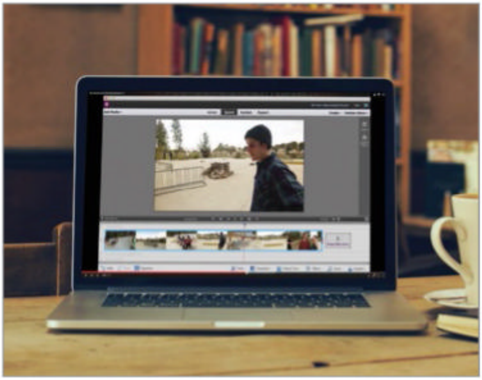
iMovie is Apple's beginner to novice movie-making package. Keeping with the brand's ethos for simplicity meets style, the app offers easy navigation with drag and drop functionality. Two ways it excels is that it provides speed controls, to let you rev up or slow down action, and green-screen style effects so you can superimpose yourself over photos and video backgrounds. The enhancement controls are far beyond those of its Windows rival, and now users can even match the colour of clips to ensure continuity.

Windows Movie Maker 12

Movie Maker is a free, simple package for PC users. It allows you to trim, split, speed up and slow down clips, as well as adding themes, filters and effects to spruce up your visuals. What's more, it gifts users with extensive audio controls, allowing musicians to fine tune the soundtrack and vocals, as well as controlling when it fades in and out. Movie Maker covers all the bases and checks all the boxes, but in comparison to its Apple rival, it's not quite as innovative or exciting, and lacks its competitor's more creative features.

Adobe Premiere Elements 13

If you have little editing knowledge, Elements is great for getting to grips with the fundamentals of video production. As with most packages, you can transform footage with effects, transitions, titles, vary the speed of footage, plus use picture-in-picture effects and add cinematic styles such as Comic and Yesteryear. Adobe has ramped up its audio arsenal with over 50 musical scores and 250 sound effects, and for those careful about their work being open to the public, you can add a signature or copyright as a watermark.

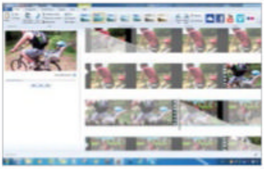


Develop skills Getting to grips with movie making software might seem daunting but with a few skills you'll soon be editing like a professional

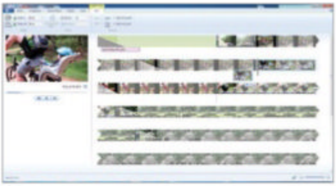
Getting started with software

If you're an editing newbie then check out this easy tutorial on using Windows Movie Maker

So you've just started out making vlogs and you want to know how to edit it. If you've not used any movie editing software before it's probably a good idea to begin with your computer's native package, so Movie Maker for Windows users and iMovie for those with Macs. Not only will this save you splashing out on other costly programs, but it gives you a free, easy-to-use training ground that allows you to get to grips with the basic rules and tools of editing, which you can then transfer to more complicated apps when you have developed a feel for the editing process. You may find that you will quickly outgrow the simplicity of you computer's movie maker and that it is restricting your creative abilities and vision.

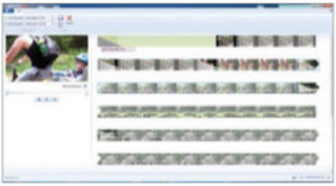


Movie Maker Master the fundamentals of Movie Maker with this tutorial and transfer the same principles to iMovie



Getting started

Start by opening the app and travel up to the Home menu bar where it says Add videos and photos. Find and choose the all files you want from the pop up screen and hit Open. When you have all your video films and any photos you want to include laid out on the cutting bed you can click on a file and drag it to where you want it to run, then drop it into place.



Cutting and trimming

For unnecessarily long clips or video files where you've made a blooper you can use the Split and Trim tools on the Edit tab of the Menu bar to reduce them or delete unwanted parts. Trimming allows you to reduce the clip to its main point, just add the time value of where you want it to start and end, and this will reduce it accordingly, without deleting any of the original footage; it simply hides it. To split a clip into two, place the play head at the appropriate point and hit Split. You can then move these pieces separately or delete the one you no longer want.

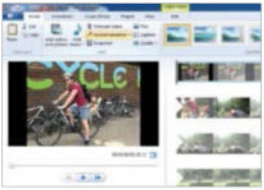
Animations

The Animations tab holds dozens of effects that basically segue from one clip to the next. Some animations can be painfully cheesy but some can be quite creative, especially if you've got a lot of high action clips following back to back, in a sort of montage style. Select a clip and select an animation; the app will show you a preview. To get rid of it either opt for another or choose to got for No Transition.

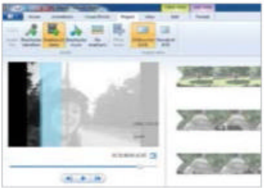
Titles, captions and credits

No production is complete without a few professional prerequisites, namely a titles opener and the closing credits. For titles, head to the very start of your movie and on the Home bar hit Titles, enter your text and jazz it up with your desired font type, style, and colour. Go to the end of your reel and this time choose Credits. You can also add captions at any point, choose a clip and hit Caption.

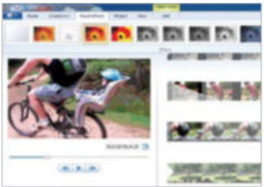
Enhanced editing for a professional video



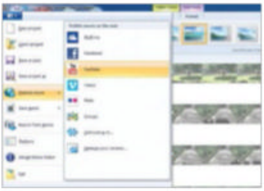
Recording a commentary Click on where you want to begin recording, hit Record Narration.



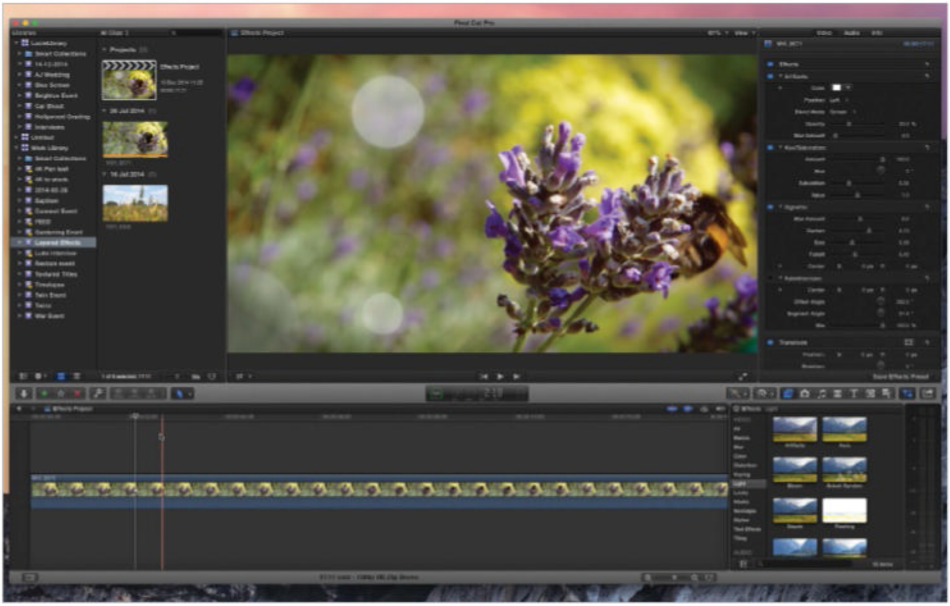
Which is more important? On the Project tab choose to favour either the narration or the audio.



Visual effects The Visual Effects tab stocks a range of filters for you to add to your clips, like Posterize.



Save and publish Upload your video straight to YouTube by selecting Publish movie.



Final Cut Pro X This fantastic program enables you to customise the colours and tones of your footage and add effects

Software for intermediates

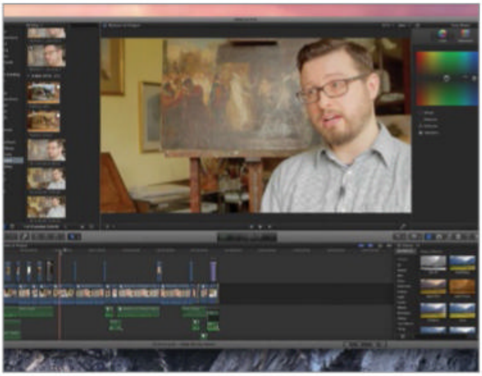
Develop your video skills and improve your production values with these editing apps

Thanks to non-linear video editing apps such as iMovie and Windows Movie Maker you can select, cut and paste hours of raw footage to make a short and snappy vlog. This isn't that different to cutting and pasting text to produce an essay. However, once you've mastered the basics of video editing you may want to increase your vlog's production values by producing more sophisticated edits. In the next few pages we'll show you how to take more control over your clips' colours to create a unique Hollywood style look for your footage. You'll also learn how to add movement to photos to add extra content to your vlogs. Here's some software suggestions to help you take your vlogging to the next level.

Adobe Premiere Elements 13 Different editing modes suit the needs of the novice or intermediate editor

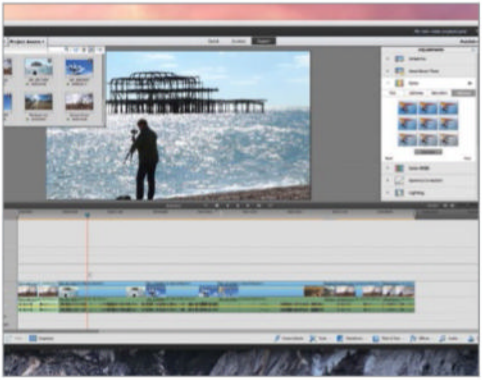
Final Cut Pro X

For Mac users, Final Cut Pro X is the logical next step after iMovie, as it has more functionality. iMovie can boost colour saturation and change a clip's global hue, but Final Cut Pro X enables you to independently adjust the hue of the shadows, midtones and highlights for more creative looks. Like iMovie, Final Cut Pro X has drag and drop effect presets, but you can use the Inspector to change the look that these presets produce. As it's a professional app, it lacks the drag and drop Trailer templates.



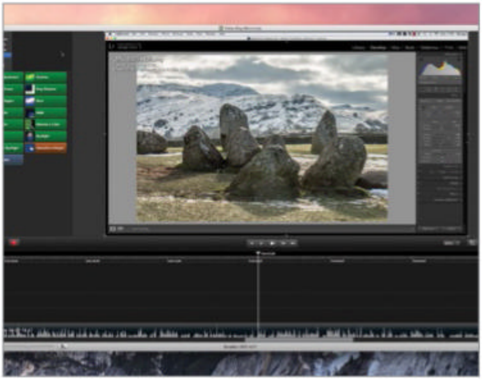
Adobe Premiere Elements 13

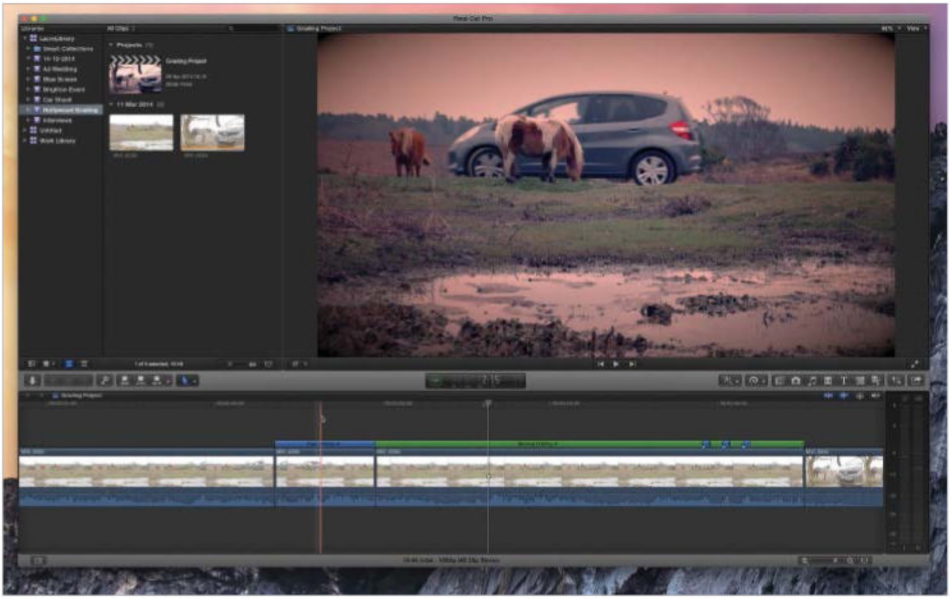
The nice thing about Adobe Premiere Elements is that it has a Guided Edit mode that takes you step by step through various editing tricks, such as getting a graphic to automatically track an object in a clip. It also has an Expert mode that creates a more professional looking timeline, so you can let the app grow as your skills develop. Indeed, for a relatively intermediate app it boasts some sophisticated tools, such as ways to smooth out camera shake produced by a handheld GoPro for example.



Camtasia 2

If you vlog about software or gaming, you'll want to show your vlog's viewers the high quality footage of your computer's display. Camtasia is a screen capture app, so it will record your on-screen activities. This lets your vlog's viewers see what you see when you sit at your Mac or PC. Camtasia also enables you to cut, trim, and re-arrange your screen captured clips in its Timeline, and render out the edited footage as a finished programme. You can add transitions to your clips and drop in a voice-over.





Creative effects Add creative colours, contrasting tones and filmic effects such as vignetted edges to your vlog footage

Grade your footage

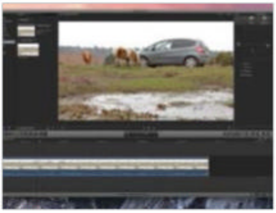
Add creative colours, contrasting tones and filmic effects such as vignetted edges to your vlog footage

Your digital camera attempts to capture true colours and accurate tones so that your vlog footage looks the same as it did to the naked eye. However, your footage runs the risk of looking the same as the video clips in other vlogs. Editing software like Final Cut Pro X lets you creatively adjust a clip's colour saturation and hue to create more vibrant and stylised colours. Filmmakers spend much time grading colours and tones to giver their productions a distinctive look. Thanks to software applications such as Final Cut Pro X, you can too, as we'll demonstrate in this tutorial…

Neutral setting Avoid setting your camera to capture garish colours. Shoot using a neutral or faithful setting to have more choice

Summon the Color Board

Import your footage into a new Final Cut Pro X event, and add it to the Timeline. We have a source clip that features tones that lack contrast and suffer from drab desaturated colours. To make your footage look more exciting, click on the Enhancements menu's fly-out icon, choose Show Color Board, and click the Exposure button.



Increase contrast

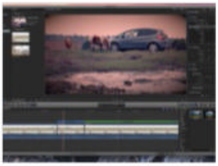
You can lighten or darken the shadows, midtones or highlights of the clip independently. There are three control points that overlap a horizontal line. Drag them above the line to lighten tones, or below to darken. The edited clip's stronger contrast give the subject more impact. You can also make global adjustments if necessary.

Adjust the colour hue

Click on the Color Board's Color icon. Here, you can adjust the hue of the shadows, midtones and highlights, and produce filmic cross-processed style colours. The tone's control point changes colour depending on the part of the spectrum that it overlaps. Using this technique, you can change a clip's colours in various ways.

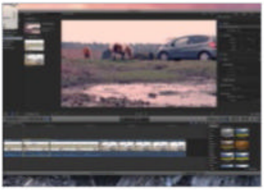
Copy and paste the effect

Click on the Saturation icon and drop the Global slider below the horizontal line to produce more subtle colours. To grade other clips with the same look, click on the graded clip and choose Edit>Copy. You can now add a new clip to the Timeline: click on it and choose Edit>Paste Effects to instantly adjust its colours and tones using the identical Color Correction effects.

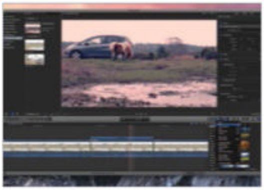


Drag the Vignette effect from the Effects browser onto a clip to dramatically darken its edges

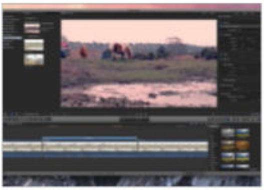
Re-time sections of footage



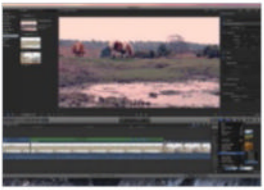
Cut the clip Use the Trim>Blade command to isolate the part you want to speed up or slow down.



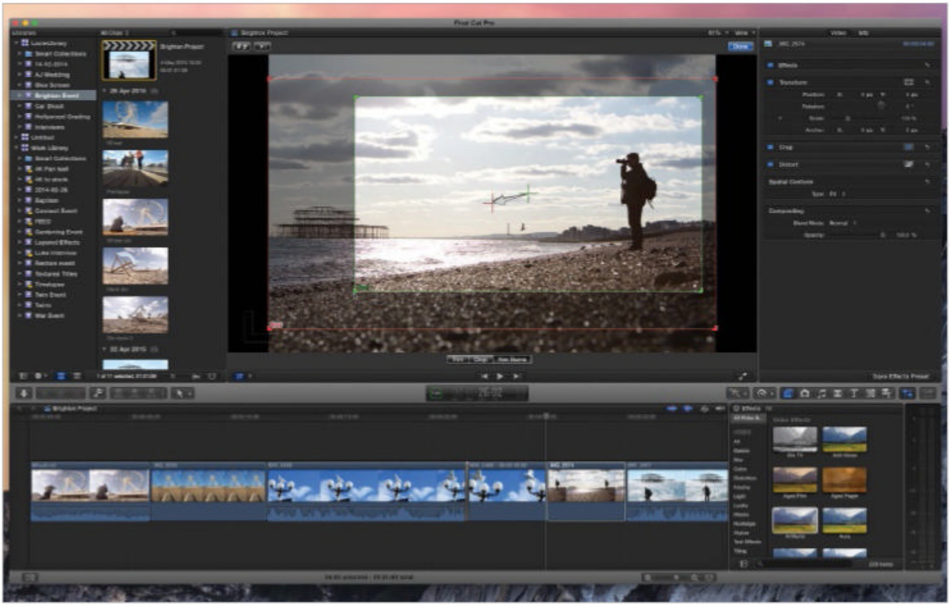
Choose a speed Click the Clip Retiming icon. Choose a speed to increase the selection's speed.



Fine-tune Click the end of the blue bar. Drag it left to slow it down, or right to increase speed.



Add jump cuts Press M in order to add blue markers to the Timeline.



Movement Add movement to still images to add extra texture and variety to your vlogs, courtesy of the Ken Burns effect

Advanced software

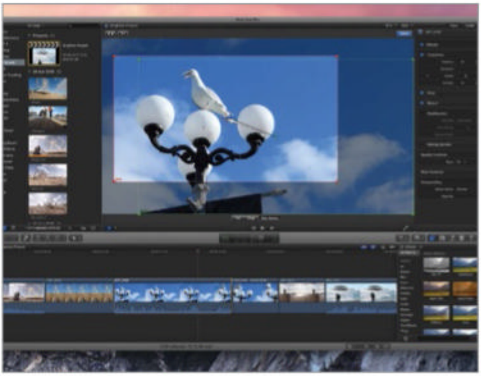
Enhance your vlog projects' production values with these apps and their advanced editing tools

When it comes to producing a vlog, you need to be able to import clips and stills, isolate the good bits of video and trim out the bad, add some graphics and correct any problematic colours, tones and sound. All the apps that we've covered in this bookazine enable you to perform these essential video-related tasks. Most of them are geared up to let you share your edited vlogs straight to YouTube too! Apps such as Adobe Premiere Express help you to produce a slick-looking vlog, but if you want to take your production values to the next level (and develop your editing skills too), then Adobe Premiere Pro may well be worth an investment in your time and money.

Templates Drag and drop preset text templates add titles and captions to your vlogs to give them a more professional look

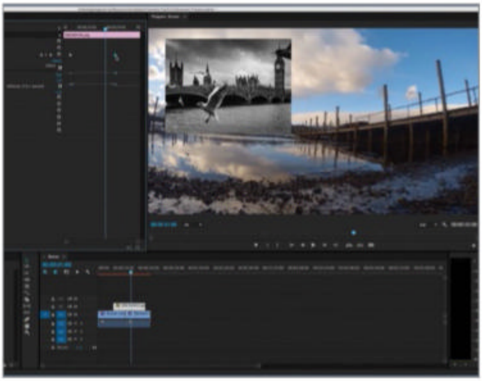
Final Cut Pro X

The great thing about Final Cut Pro X is that it enables you to build on the intermediate level editing skills that you developed when you first graduated from editing with iMovie to Final Cut Pro X. Final Cut Pro X gives you more control over your text, including the option to add key frames that customise the text's size and position. You can also use the tools in Final Cut Pro X to add movement to photographs (and statically filmed video clips), which is a great way of adding extra content to your vlogs.



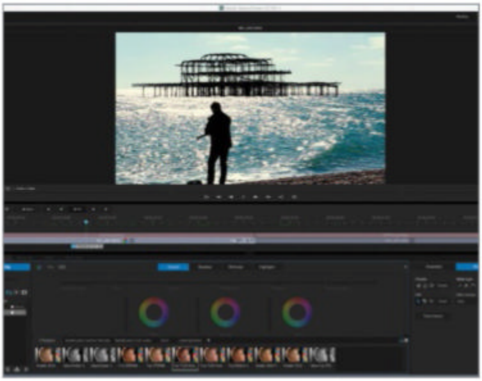
Premiere Pro CC

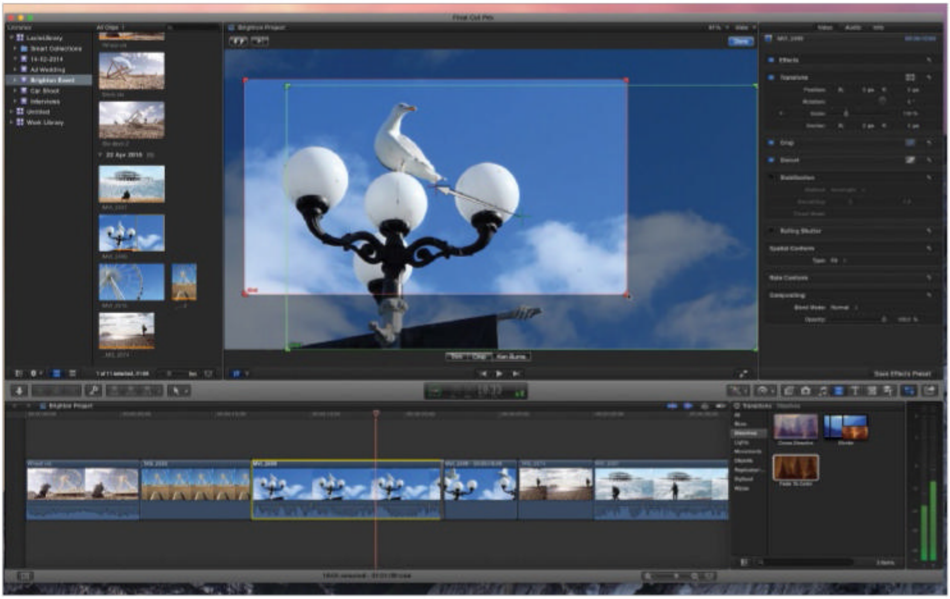
Adobe Premiere Pro lets you take more control over special effects, such as using key frames to animate the size and position of photos. As part of Adobe's Creative Cloud suite of apps, Premiere Pro CC links with apps like Adobe Photoshop CC, so you can import layered PSD documents and work with individual layers in Premiere Pro CC. It also enables you to import GoPro-sourced files, so you can colour-correct, edit and share them with more control than you'd get using the free GoPro Studio app.



Speed Grade CC

Grading is such an important part of post-production that Adobe has produced an app that's dedicated to this task: Speed Grade CC. It enables you to work with footage that's been produced by a non-linear video editor like Premiere Pro CC. You can use it to adjust a clip's colours and tones in more advanced ways thanks to the presence of masks. Masks enable you to isolate and adjust colour and lighting. You can also drag and drop preset grade effects, thus mimicking looks like those in film cameras.



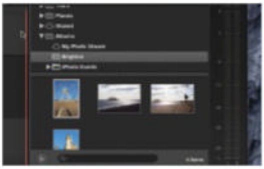


Camera moves Add camera moves to make photos become more dynamic and freeze frames of video to create stills

Combine movies and stills

Add texture and variety to your productions by mixing photos with video in creative ways

You probably use the same gadget to capture material for your vlogs. This means you may end up with a large collection of video clips and photographs that document a particular activity. You may tend to ignore the still photos in favour of the moving footage, but the still image can be a valuable asset. In this Final Cut Pro X tutorial we'll show you how to make your stills look more interesting by adding digital camera moves to them, so you can zoom and pan to particular points.



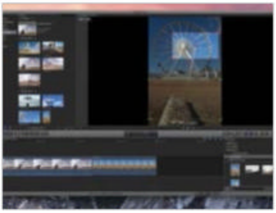
Browse and import Final Cut Pro X works in tandem with Photos, so you can easily browse and import photos into your projects

Add a video and photo

We started our vlog by dropping a video clip of the photographer into Final Cut Pro X's Timeline, then added a photograph to the Timeline. The HD widescreen video clip fills the frame, but the portrait-orientated photo is pillar-boxed – it has black bars down each side. We can remove these black bars and add a digital camera move at the same time.

Add a camera move

After clicking on the photo in the Timeline, click the Crop tool icon at the bottom of the Viewer. Click on Ken Burns, and a green and red rectangle will appear. The green rectangle indicates the starting point and size of your digital camera move, the red rectangle indicates the end point, and the arrow the direction it will move in.

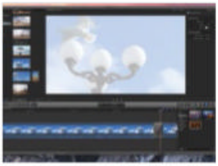


Add a zoom and a pan

As well as panning and tilting the virtual camera, you can make the Ken Burns tools zoom in on a specific part of the photo. Drag the corner handles of one of the rectangles to shrink it. This enlarges the details inside the rectangle to fill the widescreen video frame.

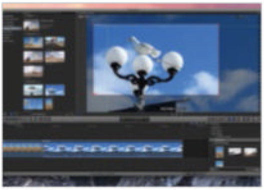
Change the speed

Click Done when you've chosen the start and end points for your virtual camera move. By default, an imported photo is given four seconds when you add it to Final Cut Pro X's timeline. This can cause the Ken Burns effect's camera to pan, tilt and zoom too quickly. To slow it down, click on the photo in the Timeline and drag its end point to the right to create a longer duration.

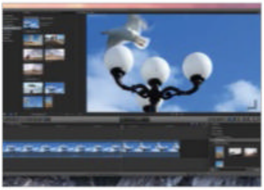


By placing a Fade to Color effect between a video and freeze frame you can mimic a camera flash

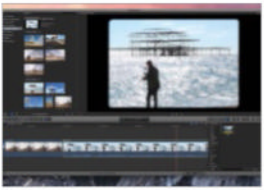
Move your stills and freeze your clips



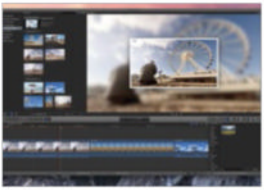
Add more movement Use the Ken Burns effect to add pans and zooms to statically filmed clips.



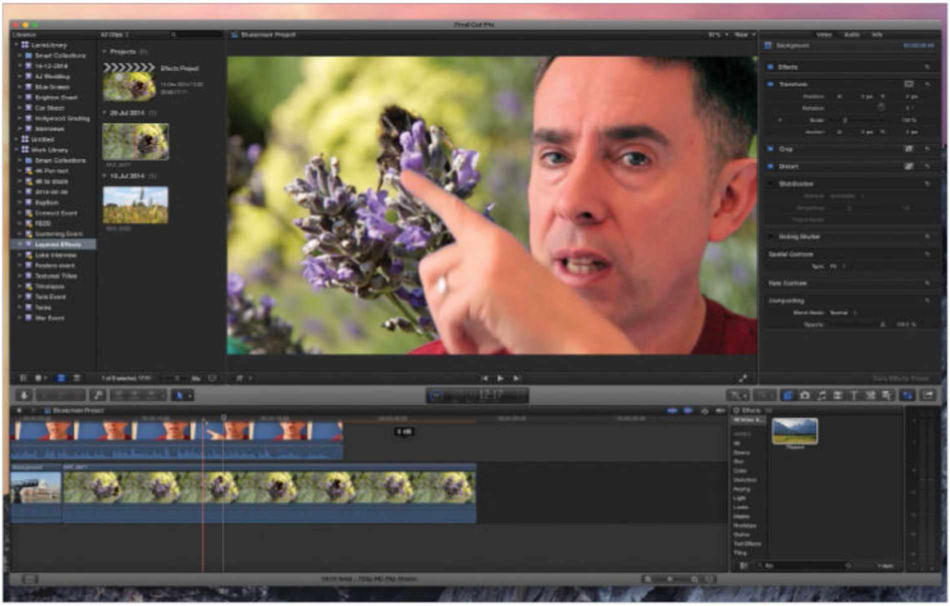
Add a freeze frame effect Place the Playhead on the frame and choose File>Add Freeze Frame.



Add an SLR effect Drag the Effects browser's SLR effect onto a video clip.



Add a frame The Effects browser's Photo Recall preset adds a border and blurs the background.



Layers Combine layers of video clips in creative ways to illustrate your Vlogs, courtesy of chroma-key effects

Special effects software

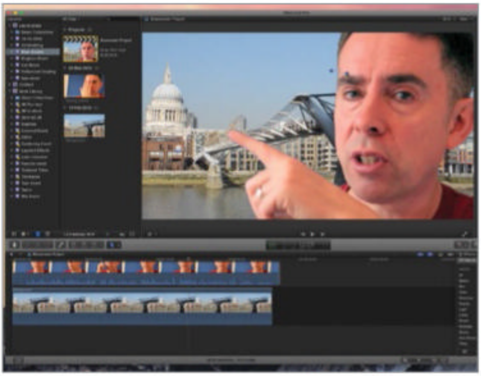
Use creative and eye-catching special effects to draw attention to your vlog

Many vlogs tend to feature ‘talking heads’. To help your vlog stand out, you can utilise some clever post-production tools and techniques to add special effects to your footage. Techniques such as keying allow you to talk to the camera against a blue background and then replace the background colour with video footage. This helps you illustrate the subject matter of your vlog and give your footage more visual variety. You can also use picture-in-picture effects to enhance your vlog with layers of video footage. On the following spread, we’ll show you how indulge in some blue screen compositing, then we’ll move on to suggest a host of fun special effects that will liven up your vlog.

Grade Grade a shot by dragging preset effects onto your clip. Here, we’ve added the Dreams style to a clip in Premiere Pro CC

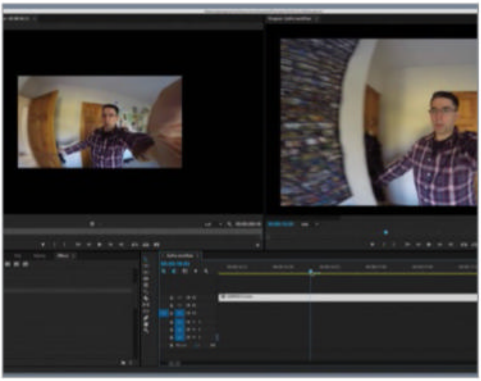
Final Cut Pro X

Final Cut Pro X has advanced tools to help you tidy up problems with blue (or green) screen composites. You can use also it to combine clips using split-screen effects and create clones. It also boasts a large collection of drag and drop preset effects, so you can make the footage shake as if you're filming in an earthquake or turn day into night in a couple of clicks. It also includes audio special effect presets that make your voice sound like it's part of a radio transmission.



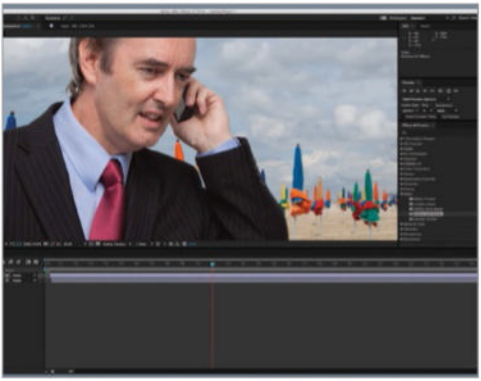
Adobe Premiere Pro

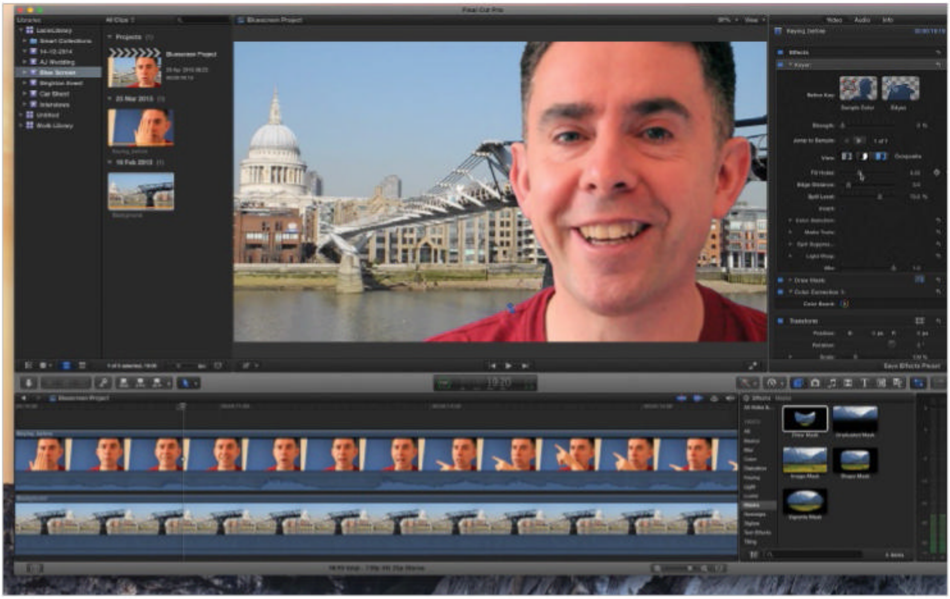
Premiere Pro lets you combine layers of video clips in creative ways. You can add a new background by telling a particular colour to become transparent, or replace areas that have a particular brightness value. As with Final Cut Pro, you can drag preset effects to clips in the Timeline and change colour and tone to produce a range of graded looks. Premiere Pro also comes with a set of Lens Distortion Removal profiles so you can counteract geometric distortions produced by wide-angle cameras.



After Effects CC

If you're familiar with Photoshop then you should take to After Effects, as it enables you to work with video in layers. Indeed, you can use After Effects CC's various chroma key or luma key effects to mix video layers together and fine-tune the edge of the composited subject in a similar way to Photoshop's Refine Edge tools. After Effects is designed to work on individual shots rather than entire sequences, so you'll need to use Premiere Pro to drop your After Effects CC special effects clips into your vlog.





Blue or green Replace a blue (or green) background with video footage to add texture and variety

Add a new background

Replace a bland background with colourful video clips to illustrate your vlog

By filming yourself against a blue (or green) piece of card, you can replace the coloured background with video footage. This compositing technique can be used to place you in a new location, or illustrate a point you're making. To replace (or 'key out') the blue or green backdrop effectively it needs to be evenly lit, or some of the green card might remain visible.

In Final Cut Pro X, you can sample variations in the background to add them to the key. You can also soften edges around your head to make them less harsh and even fill in holes in your face. You can even hide unwanted edges of the frame using masks, which is handy if you don't have enough coloured card to fill the frame.

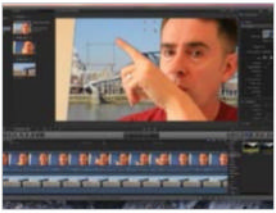
Blue backdrop A blue screen backdrop is easy to source. You can buy a large sheet of card from the local stationery store

Add clips in layers

Drag the background clip onto the Timeline, then do the same with the blue screen clip onto the Timeline, but place it on a track above the background clip so they run parallel with each other. Trim the end of the clips so that they run for the same duration.

Key out the colour

Press Cmd+5 to open the Effects browser. Click on the Keying label to narrow down the list of effects. Drag the Keyer effect onto the blue screen 'talking head' clip. This will produce a rough key that you'll need to fine-tune. Choose Window>Show Inspector to access a host of handy keying adjustment tools to tidy up the key.



Tidy up the key

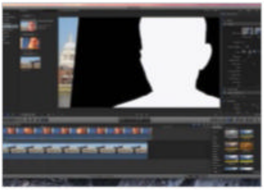
In the Inspector, toggle the Keyer. Set Strength to 0 to see the blue card, click the Sample Color icon, then draw a rectangle to select the colour you want to remove. If any blue remains, click Sample Color again and draw another rectangle. If parts of the face become semi-transparent, drag Fill Holes to the right. Use Sample Color to sample and hide any bits of blue background that appear.

Fill in the frame edge

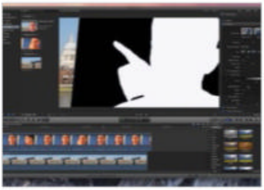
If there's a hard edge around the face, click the Edges icon. Draw a blue line that overlaps the background and edge of the face. Go to Masks in the Effects browser, and drag Draw Mask onto the top clip. Click to place four control points that make the mask surround the subject. The rest of the frame will become transparent, removing any problem areas at the edge.

To capture a keyable blue screen clip, set your camera to Manual so the lighting and focus stays constant

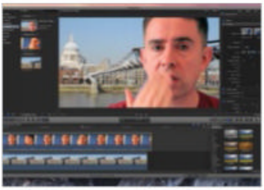
Refine your key for a better composite



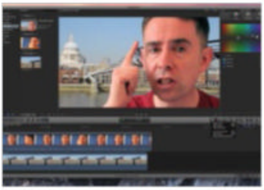
Black and white Click Matte. Black makes the clip transparent, and white makes it solid.



Modify matte In Matte Tools, use sliders to soften the matte's edge or tighten it to lose blue fringes.



Add keyframes You can animate slider adjustments such as Fill Holes by using keyframes.



Colour correct Use Final Cut Pro X's Colour Board to cool down indoor clips.

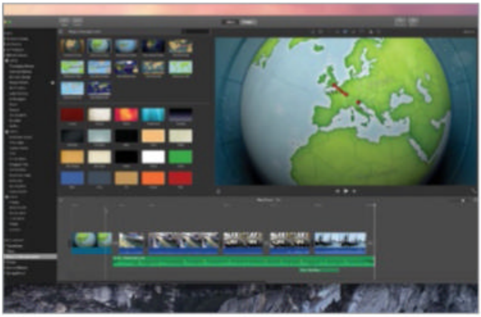
Have some fun

Make your vlog stand out from the crowd with these shooting and editing tricks and techniques

muvi
X-LAPSE

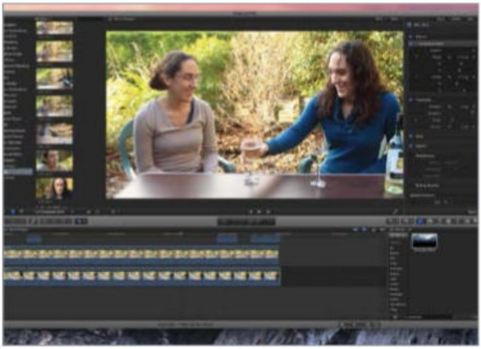
Terrific time-lapse

Gadgets such as the GoPro Hero 4 Silver can shoot a series of stills that you can play back at high speed. The free GoPro Studio software can stitch the stills into a high-speed movie that will add texture and variety to your vlog. You can even capture a panning shot of the time-lapse action, if you so desire, by using a clockwork tripod, such as the MUVI X-Lapse.



Animated maps

If your vlog covers a trip abroad at any point then a fun way to illustrate your adventure's progress may be to add an animated map. In iMovie, go to the Maps & Backgrounds Library and browse through the various map animations that exist. Drag a map to the Timeline, search for your trip's start and end point, and iMovie will animate a red line moving from A to B.

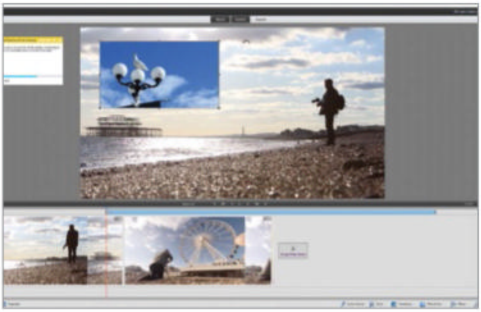


Split screen

Give your vlog's fans even more of you by featuring a digital double in your footage! In order to achieve this feat, lock the camera on a tripod, film yourself in the left half of the frame, then film yourself interacting with your clone on the right. After this, use a Graduated Mask effect to blend the two clips together into one split-screen image. This cool and fun technique is as old as cinema itself.

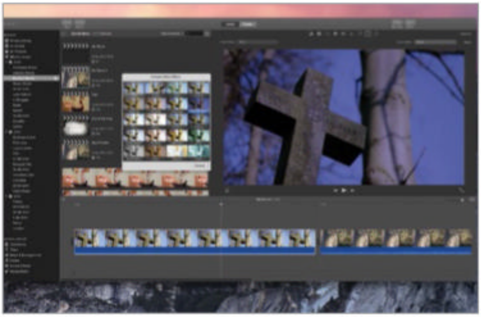
Picture in Picture

The Picture in Picture overlay is perfect for creating slick title sequences, or alternatively for enhancing dramas by showing the action unfolding from different camera angles. You can make images slide in or out of the screen and adjust their speed, or play one image in a box while the other fills the frame. These simultaneous shots help hold the attention of your audience.



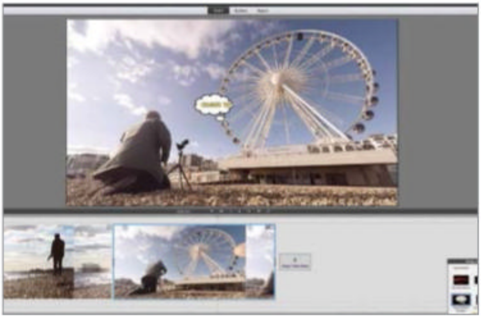
Preset effects

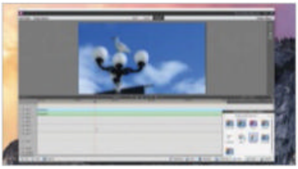
Many editing apps have a collection of one-click preset effects that enable you to creatively change a clip's colours in tones. iMovie has 20 effects that produce a range of looks, from scratchy old film to a 'day-to-night' look. These effect presets prove to represent some great ways of adding texture and variety to your Vlogs. Final Cut Pro X alone boasts 122 video effect presets.



Motion tracking

Motion-tracking tools enable you to attach a graphic to a moving object. As the object moves, the graphic sticks to it like glue. This is a fun way of adding captions to people or objects. To do this, go to Tools, and choose Motion Tracking. Draw a rectangle around your target and let the software track it automatically. You can then drag a graphic into the tracking box.





Adobe Premiere Elements has a range of drag-and-drop art effects that you can apply to clips to turn them into moving paintings

Get online Whether you're using YouTube or another vlogging site, we show you how to get your film online and make it stand out

Uploading your video

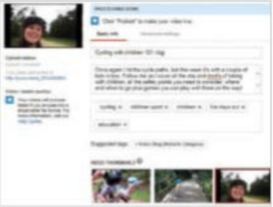
With your vlog edited to perfection, it's time to share it with the world

To use YouTube, you have to be a member. If you've got an account then fantastic; you probably know how to get started. If you don't then here's how you do it. After creating a movie in your editing suite, there should be an option to share or publish your creation via YouTube. You'll then be given the opportunity to sign in or sign up, and simply follow the instructions until you're in your account or you've secured yourself a new one. Not all software has this handy shortcut, however, so you may need to head to **www.youtube.com** and follow the sign-up or sign-in instructions on the website and then upload your video separately. Don't panic though; this isn't difficult, and we'll show you how it's done.

Direct upload If your software lets you upload to YouTube directly, do so, otherwise head to the website and upload it

Getting started

Either click on the giant arrow and find the video you want to use, or drag and drop it directly onto this frame. Select whether you want the video to be public, unlisted (no one but you can see it) or private (invite specific friends, family or colleagues to view it).



Add a description

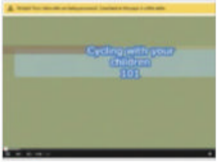
Uploading your video can take several minutes depending on the length and resolution. While you wait, use the time to fill in the title and description boxes. Try to work in all the relevant key words and use terminology your audience would understand.

Using tags and thumbnails

Tags are keywords that reflect your video. For example, if your vlog is a cookery show, use tags like cooking, culinary and kitchen, as well as more specific ones about the food you're using. After the vlog has uploaded, the site will offer you a selection of video thumbnails. Drag and drop the one you like best onto the image box at the top – it will act as a gateway image to entice people into watching.

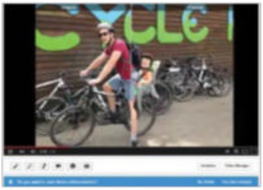
Publish when perfect

You may want to tinker with the package before publishing; see our sidebar of top tips for details, otherwise hit the 'Publish' button. Once your vlog is on the site, YouTube will give you the weblink to access it. You can also share this link via social networks, which is a great way to drum up interest and get the viral ball rolling – just click on the respective icon to start.

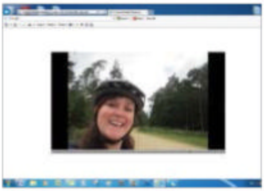


> It can take a while for your video to get on the system, so be patient while your video is processed

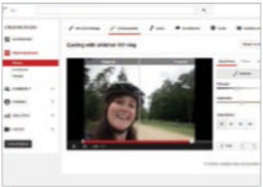
Added stabilisation to your videos



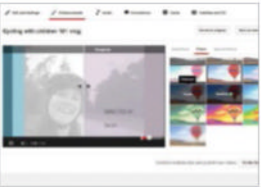
Getting started If you have some shaky shots, YouTube can make them look smoother.



Review and evaluate Watch as it uploads. You can assess whether it needs glamming up.



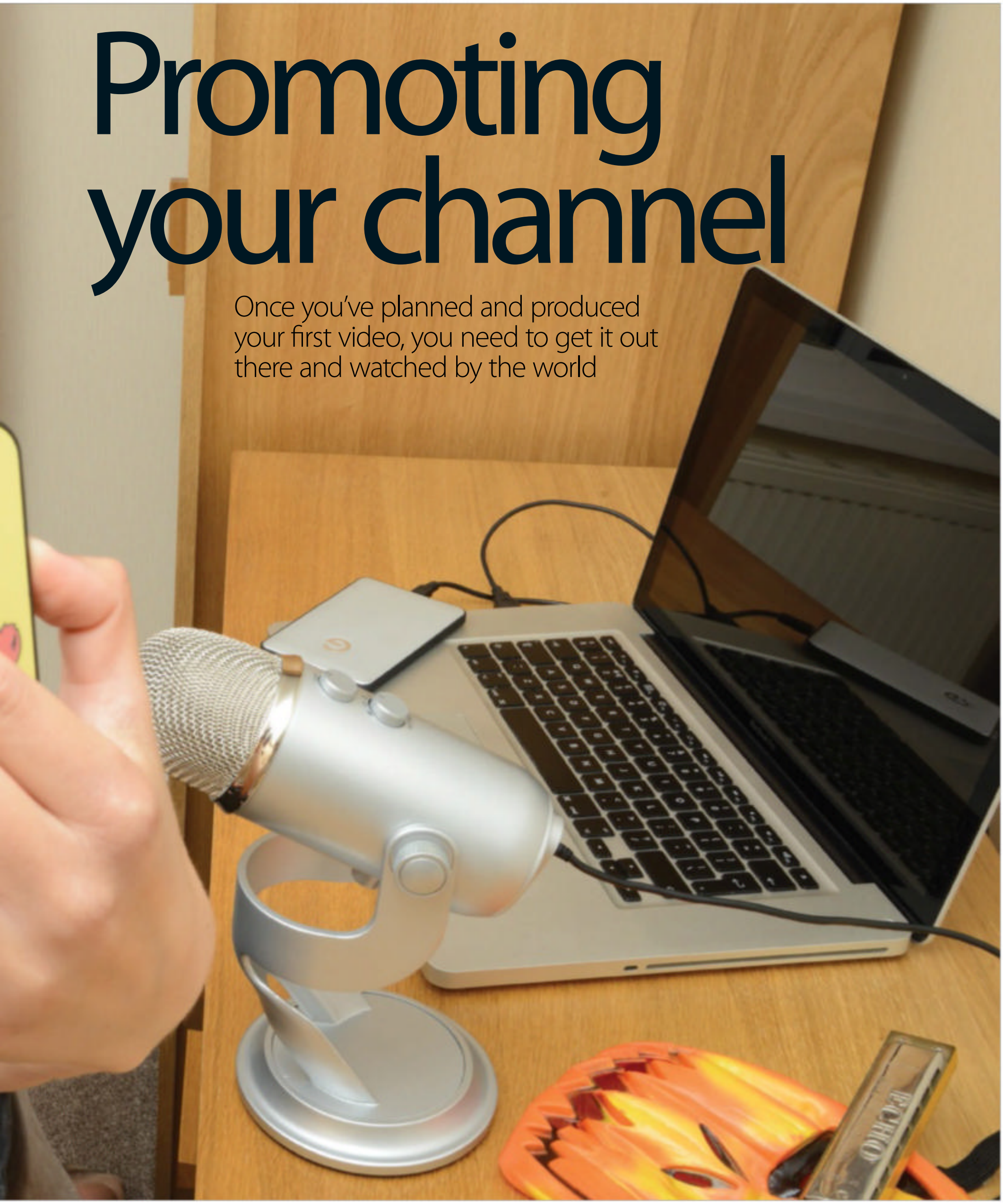
Enhancements Here, you can add light, tinker with contrast and boost saturation.



Filters and effects There are genre-specific options like Glamour, Documentary and Festival.

Promoting your channel

Once you've planned and produced your first video, you need to get it out there and watched by the world



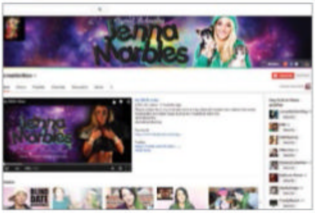
Channel your awesome

Your channel is home to all your important analytics and is the first impression your potential new subscribers will get of you – learn how to make it good

Your channel is the first thing your viewers will see when they click on your username. Making it as user-friendly as possible will make your content pop and make sure that all the cool stuff you've made will get the attention it deserves. If your channel is well laid out and easy to navigate, viewers will bop from one video to the next, and will be able to see easily what they'd most like to watch. Less well-organised channels will make it hard for your viewers to understand what you like vlogging about. If your viewers can't get a feel for your channel straight away, they're likely to just leave to see what's going on elsewhere on YouTube. We don't want that to happen! See below for tips and tricks on how to make your channel the biggest, brightest and best it can be. Treat you channel as you would your website homepage, or approach it like you would approach your video's introduction. Think like you have just a few seconds to catch the viewers attention, inform them and draw them in.

YouTube
patricia bright
PATRICIA BRIGHT
Patricia Bright
Uploads
Featured Channels
ASUS

Channel art and thumbnails



The graphic that heads your channel is called the channel art and it helps tell your viewer who you are. Into beauty? Make it bright and beautiful, and maybe include a picture of a makeup brush. Have a character as the main focus of your content? Pop them centre-stage of your channel art so you viewers can see exactly what they're getting themselves into. Don't be subtle – go all out to convey the main feel of your channel so when people start watching your stuff, they know what they're there for. Just make sure your channel name is on there! Another thing that's well worth doing is making custom thumbnails for each of your videos – it'll tie everything together. If you can pick the scene of your video that you think sums it up perfectly, screengrab it and make it your thumbnail. For extra professional points you can add graphics. Make sure they're all consistent as using different fonts or colours can look disjointed.

Channel trailer

The first video that autoplays on your page is the channel trailer. It's not essential to have one but it really helps your viewers get a feel for your channel and can be really useful when you're trying to explain to other people what you like to vlog about. Your channel trailer should to sum up your whole channel. It can be as simple as your favourite video, or the one that has the most hits. If you do want to get a bit fancier about channel trailers, take your lead from big YouTubers. PewDiePie uses an edit of all his most recent and most hilarious adventures in order to create a montage of the kind of stuff you can expect from him. Uber-vlogger, professional makeup artist and all-round beauty queen Lisa Eldridge has got a channel trailer of her in action behind the scenes of fashion shoots and catwalks. Do something similar if you're into beauty, fashion, or even music – anything where you have a skill to show off.

Three easy wins for channel champs

About me your channel will always have a tab called About. Pop in a biography of yourself and what your channel is focussed on – it's a quick way for people to get to know you.

Featured channels run down the right-hand side of your page. They show support for other YouTubers (maybe they'll feature you back?). Similar vlogs can complement your channel too.

Username This is an easy win. Putting what your channel is about in your username (like bubzbeauty or annoyingorange have) can point your viewers to your channel in an instant.

Tweak it If you want to a bigger following on YouTube, tweaking your content to suit your viewership should do the trick

Checking your stats

Of course, your follower count and number of views aren't the be all and end all of YouTube vlogging – you shouldn't be so desperate for hits that you lose sight of what else is fun about vlogging: community, creativity and meeting cool new people. But if you do want to check out what's going on under the hood, YouTube makes it really easy for you to see what's working and what's not. Clicking on your icon in the top right hand corner or on your channel in the left-hand bar will take you to a link to the Creator Studio, which is the hub of all the YouTube stats you could ask for, all hidden under Analytics. In default mode it shows you all the important information about your channel over the last month at a glance: views, total minutes watched, and subscribers. If you click on any of these factors you'll be able to see a handy line graph that shows you the statistics plotted over time. There's lots of different ways to view the data too. If you prefer a pie chart, or to only see the analytics for the past month, for example, there's an option for that. Another useful function is being able to plot things against each other. Maybe you'd like to see your views compared to your engagement. Audience retention is another important analytic. How long people are watching your video for is key to your place in Google's search rankings. While a 100 per cent score is possible, 60 per cent is a good figure to shoot for. Don't worry if you're not quite there yet, though – check out our tips to grow your audience's attention span below.

Simple tips to boost your audience retention

Keep it concise no-one wants to watch a three-hour long epic about a toothpaste you love. Edit, edit and edit some more – people love bitesize content.

Start with a bang start out your video with energy – if you get your viewer hooked in the first fifteen seconds, they'll definitely be watching till the end.

Keep a surprise till the end if you're promoting something like a giveaway, don't give away the details at the very beginning! Be evil: make your viewers wait.

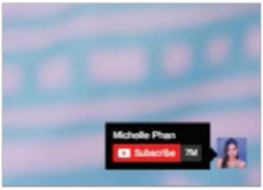
Optimise your channel

By checking out your analytics, you should be able to constantly tweak your content to fit your viewers' tastes. For example, after using the Analytics tools, you've noticed your content is going down better in America than in the UK. You could then use this information to change up your channel to better suit American tastes. Noting down the analytics after gaining a particularly good view-rate is a good idea, too – what is it that made that video fly? Was it a catchy title? A striking thumbnail? A strong social media promotion campaign? These things are all really useful to know so you can re-create them again in the future. Once you have these things to hand, it's simple to change little things that make a big difference overall. Don't just do this for the first couple of days after though – make sure you're tracking it for at least a week to see where it goes. Make sure you check again in the future too.

Super social stats

As well as all the stats above, you can also see the social engagement statistics on your videos. This includes subscribers, likes and dislikes, and how many times your video has been put in a personal playlist. Keep an eye on these to see which videos are really going down well. Don't take it personally if there's a couple of thumb-down (dislike) votes in there. Even the best videos have their fair share and it shows that people are watching and engaging. However, if you are getting an overwhelming amount of dislikes over time, it might be time to rethink your strategy, whether that's adjusting your content or marketing your videos differently. Comments are another great way to see what's going down well. Eye-catching content always attracts a few opinions in the comment section. Sharing through social media is really important to get your video out there, so taking a peek at the Sharing tab is a great idea, but do note that it only tracks shares through YouTube so if someone copy and pastes the URL directly to their friend over a Facebook chat, it won't be tracked. If you use annotations, this is the place to see how effectively they're performing.

Quick ways to boost your viewability

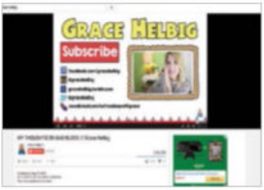


Annotations These clickable bits float over your video to guide people to more content.

Killer title People like to know what they're about to watch, so make your video title's descriptive.

Delicious Salad Made Easy with Jamie Oliver

Description box This is where you can pop any links you like. How about more vids or Twitter?



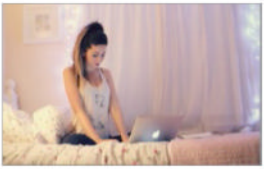
End slate It's nice to have an end screen with some extras on it. Encourage people to subscribe.

Get chatty Talking to fellow YouTubers online can be great way to get people visiting your channel

Talking YouTube

Getting chatting with the YouTube community can be a bit scary at first. Don't worry though – here are our top tips on how to be a commenting king or queen

Gaining subscribers can be a weird feeling at first. So how do you go about chatting to all your new online pals when they start commenting? Well, you probably already know what *not* to do – don't go meeting anyone you don't know without taking someone you know with you, and don't paste your personal details everywhere either. It's never a good idea to hand out your passwords, and remember that people online aren't always who they say they are. Trolls are also a worry, but if you ignore them, most will fade away. If things go too far, blocking the meanie is a good start and there's loads of ways to report them too. With all that exciting stuff out of the way, let's talk about what you *can* say.



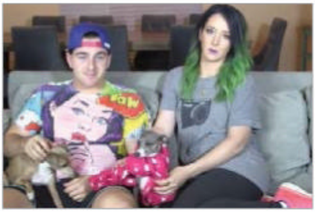
Socialise While you can keep to yourself if you prefer, YouTube is way more fun when you get chatting to other content creators

How to speak YouTube

It's always a good shout to try and respond to people if they take the time to comment on your stuff. If you can't think of anything to say, that's what the handy thumbs-up button is for. People love to know that you've seen their comment and they'll be a lot more likely to comment in the future if you build up a relationship with them. There's nothing worse than crafting the perfect comment and getting no response. Don't mess around when it comes to replying to comments – if the conversation is fresh in your audience's mind when they get a notification back then they're way more likely to stick around on your channel and comment more! That said, if what the person is saying is making you feel weird, sad or uncomfortable, there's no obligation to reply. You can also ask people questions in your videos, ask them to suggest other videos they'd like to see, or even ask them to leave questions for *you* to answer.

Making vlogging friends

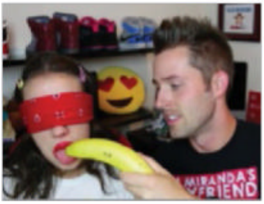
As well as replying to your own comments on your personal channel, it's a good shout to comment on other people's content too. Leaving positive, creative feedback and thoughts lets people know you're into their stuff and it's more than likely they'll check out yours too. However, it's bad form to just comment saying 'check out my newest video' – it's not fair on the video you're commenting on and will make you look like a spammer. People will always read the comments and will naturally click through if you keep making an effort with other people's stuff. It's lovely to know that other content creators and viewers are into your videos, so if you consistently chat to your audience and other content makers that will place you firmly in the 'excellent supportive YouTuber' category. If you do build a rapport with a fellow vlogger, maybe you could collaborate? Check out a few ideas on the right to get involved with your viewers.



Getting involved with YouTube pals

Collaborations these can be a great way to grow both of your audiences! Grab a fellow vlogger with a similar outlook and see if you guys can make sweet videos together.

Tag videos There are so many of these on YouTube, but the weirdly fascinating tag video is popular for a reason. Carry on the trend of answering tricksy questions set by other YouTubers.



Setting challenges As well as getting involved with other people's challenges, why not set your own? Try and break a few world records and see if anyone else takes up the mantle.

Superfruit
Comedian
Like
Follow
Share
Timeline
About
Photos
Likes
Videos
112k people like this
Invite friends to like this Page
Post
Photo/Video
Write something...
ASUS

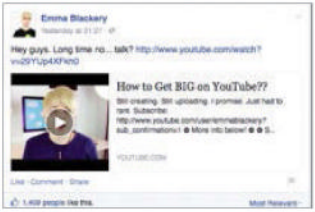
Using social media

Promoting yourself on YouTube is really valuable but don't forget about social media streams too – you could be missing out on a whole new audience

It's more than likely that you're all over social media yourself – there are 936 million daily users of Facebook out there after all, and user numbers on Twitter, Instagram, Vine, Tumblr and Reddit aren't far behind. While promoting yourself on YouTube is a great idea, social media is also crucial to get your content in front of new audiences. The subscription box on YouTube is okay, but it can be faulty, and it doesn't convey the personality that social media streams can. Just look at any of the biggest YouTubers: most of them have accounts on social media they use to send out their videos multiple times a day. Think about the kind of content you're making though – it might be worth sticking to three streams than trying to tackle them all at once. You can experiment with different ones and see which ones work for you. Check out the next few pages for an overview of each stream, and read on to learn how you can make social media work for you.

Using social media like a pro

YouTube loves social media. As the biggest video site in the world, social media streams have made it so easy to embed YouTube videos – all you have to do is paste in the URL and you're away. So where first?



Emma Blackery

Hey guys. Long time no… talk? http://www.youtube.com/watch?v=29YUp4XFkn0

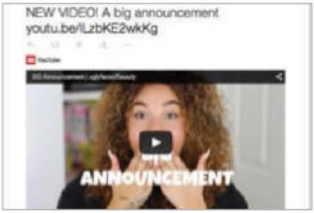
How to Get BIG on YouTube??

YOUTUBE.COM

Here's an example of what a popular YouTuber might be doing on their network: talking to their viewers, asking them questions, answering questions, talking to other YouTubers, tweeting out their videos, letting their fans know when they're doing a live stream or event, linking them to other social media streams like Instagram, retweeting favourite tweets from viewers, notifying fans that they've got a video uploading, live posting from events, getting topics trending… Phewf! It sounds like a lot, but once you get into a rhythm of posting a number of times a day, it's easy. To help you keep up with things, you could use a tool like Buffer, Hootsuite or IF to schedule posts all in one handy go.

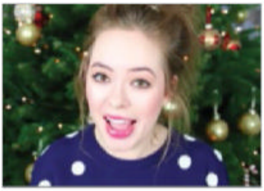
Managing your streams

You might have seen YouTubers with separate fan accounts to the ones that they use personally. If you don't want people you know seeing what you're up to on YouTube or simply want your private life kept private, this could be an option for you. You can also track how big your viewer following is more easily if you go down this route. However, it can be nice to have family and friends seeing what you're making, and you can always count on them to like and share your content. As with YouTube, it's always worth following fellow YouTubers you like and striking up conversation with them. You're more than likely to have some shared interests, and sharing their stuff with your following will definitely make you popular! Also, make everything you share sound like yourself. Yes, you can show your best side and put a polish on your posts if you like, but people who vlog value creativity, personality, and above all, uniqueness.



NEW VIDEO! A big announcement youtu.be/lLzbKE2wkKg

Four social media rules to live by

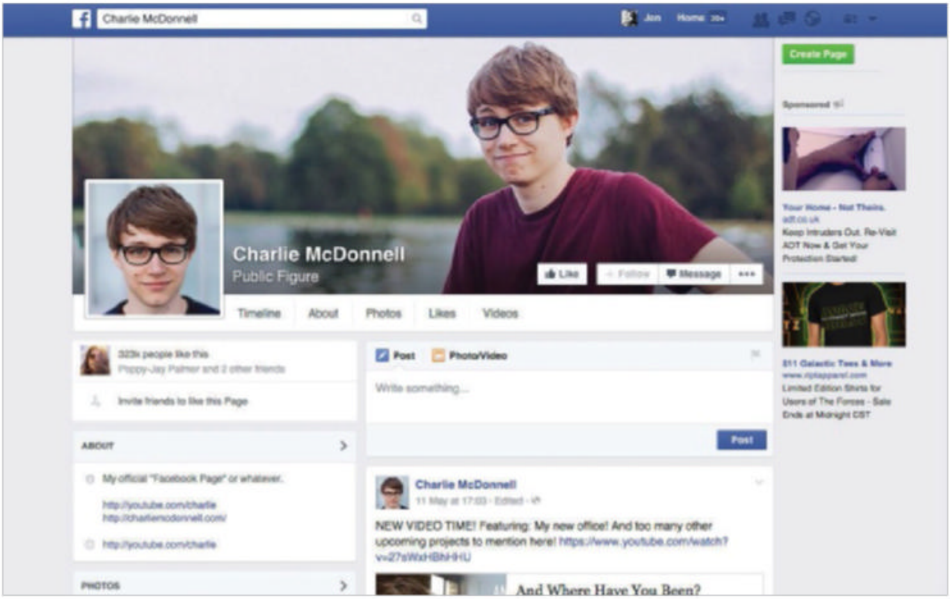


Be on the ball Comment on anything in the news that you feel needs highlighted.

Use high-quality pictures Take your time getting the perfect shot – don't share junk.

Speak out If there is something you feel strongly about do it. Social media loves a good debate.

Keep positive social media is always fun to read when it's on the lighter side. Crack some jokes!


Charlie McDonnell
Jon
Home
Create Page
Charlie McDonnell
Public Figure
Like
Follow
Message
Timeline
About
Photos
Likes
Videos
Post
Photo/Video
Write something...
Post
ABOUT
PHOTOS
Sponsored

323k people like this
Poppy-Jay Palmer and 2 other friends
Invite friends to like this Page

My official "Facebook Page" or whatever.
http://youtube.com/charlie
http://charliemcdonnell.com/
http://youtube.com/charlie

Charlie McDonnell
11 May at 17:03 · Edited ·

NEW VIDEO TIME! Featuring: My new office! And too many other upcoming projects to mention here! https://www.youtube.com/watch?v=27sWxHBhHHU

And Where Have You Been?

Your Home - Not Theirs.
adt.co.uk
Keep Intruders Out. Re-Visit ADT Now & Get Your Protection Started!

$11 Galactic Tees & More
www.ripltapparel.com
Limited Edition Shirts for Users of The Forces - Sale Ends at Midnight CST

Promote yourself Facebook is the biggest social media network – ensure you know how to use it to promote yourself or you could be missing out

Fun with Facebook

Get your channel out there on Facebook by using fan pages and more

Facebook is the biggest of all the social media sites, so it's well worth setting up a page on there so viewers can track your vlogging adventures. It has a number of navigational functions that can get a lot of information over to your viewers. All of these are fully customisable, so if you have a better idea than the default 'about' page, you can go ahead and change it. Another way Facebook is great is that it's easy to see what is going on – you can comment, 'like' or share to your own page with ease. Getting your family and friends on board to boost your numbers isn't a bad idea. Another way of gaining followers is doing a shout-out on YouTube and leaving the link to your Facebook in the description box.

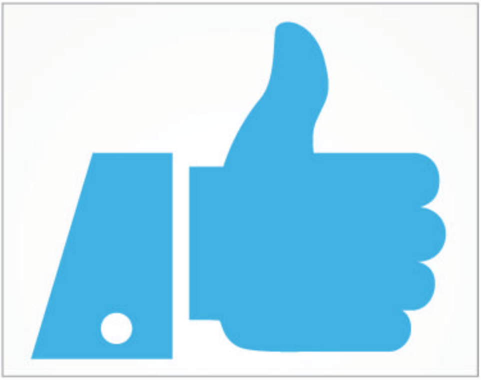
Comments and likes Facebook is a great way to keep in touch with fans, see what they are liking and suggestions they make

Get picture perfect

Facebook loves pictures. Anything you post with a picture attached is instantly viewable, so get creative with your images. Although it's not essential that you have an expensive camera to shoot with, making sure every picture is nicely framed, clear and in focus should be a priority so people can quickly see what you're sharing. You can see that on Joe Sugg's page; he's got selfies, pictures of him as a kid, pictures with other YouTubers, pictures from a festival – there are no limits to what you can post!

Super sharing

If your priority is gaining followers then it's important to keep an eye on what goes down well with your audience so you can keep posting the same kind of things. That said, you can be as bold and creative as you like – it's just nice to know what your audience appreciates. If you find that a post is doing particularly well, you could think about posting it to other social media streams too to see how well it does there. Don't do this too often, however – people need a reason to follow you on all your streams.



Making friends

Getting friendly with other vloggers on Facebook is a good idea. They can help you with all sorts – sharing your videos, recommending you to their friends and being there when you need advice Other groups worth joining are online magazines dedicated to vloggers (like TenEighty Magazine), events (Summer in the City) and bloggers and vloggers groups. Some of these vloggers groups are 'closed' to the public, but that is usually only a precaution against spam accounts, so join away!

Top tweeting

Twitter is an excellent place to get ideas, talk to other vloggers and discover new content. Read on to get acquainted with hashtags and more

Twitter can be an exciting place to be because it's so open. Anything is searchable, so finding conversations that you'll get excited about is a breeze. Unless a person has a private profile, you are free to reply to their tweets or strike up a conversation by tagging them with their username (always starting with @). However, don't get too wordy; Twitter only allows 140 characters per post. An incredibly handy function Twitter provides is making YouTube videos fully embeddable into tweets, so you can whack your YouTube URL directly into a post, and people will be able to watch straight from Twitter. It is definitely the place to be if you want to discover new vlogs to watch. Everything is made incredibly shareable through slick functions like hashtags, retweets and favourites. See how to use them on the next page.

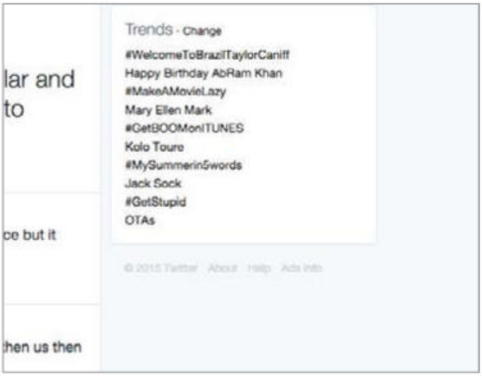
Did you know? The Twitter bird is called Larry? Twitter is the perfect place to get chirping about your YouTube channel

Follow
Carrie Hope Fletcher
@CarrieHFletcher

Smartphone If you have a smartphone, you can get involved in the conversation on the move, but Twitter is also great on desktop

Hashtags

Hashtags (words with '#' in front of them) are easily searchable phrases that Twitter automatically picks up and turns into a hyperlink for you to click. This can be used to flick through users and tweets that relate to the hashtag, or combine all the tweets about the hashtag in one place. If the hashtag proves popular, it will become a trending topic, and be even more visible to users. Twitter trends have become such good indicators of public opinion that they often turn up in the mainstream media now.


Trends · Change

#WelcomeToBrazilTaylorCaniff
Happy Birthday AbRam Khan
#MakeAMovieLazy
Mary Ellen Mark
#GetBOOMonITUNES
Kolo Toure
#MySummerin5words
Jack Sock
#GetStupid
OTAs

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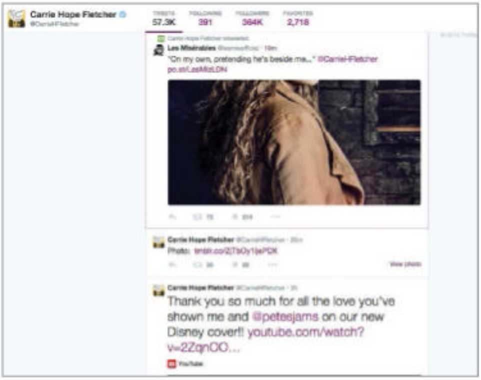
© 2015 Twitter About Help Ads info

Retweets and favourites

If you decide to retweet something, it will turn up in your timeline and be shared with all your followers. This is a lovely thing to do when you've seen a vlog you like – it means that more people will hopefully see it and pass it on. There is also an option to add a comment if you retweet someone else – the account you're retweeting will be able to see what you've said. Favouriting still counts as a response too, albeit a quieter one. It also saves the post in your profile so you can return to it later if you like.


Carrie Hope Fletcher

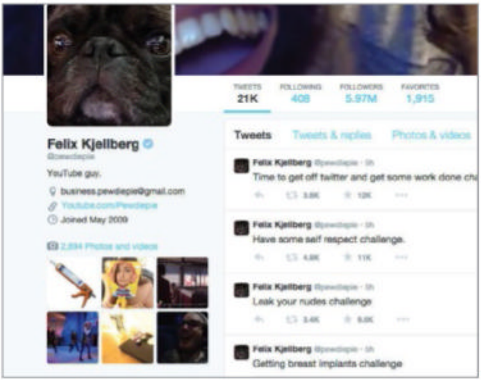
"On my own, pretending he's beside me..." @CarrieHFletcher po.st/LesMizLDN

Thank you so much for all the love you've shown me and @petesjams on our new Disney cover!! youtube.com/watch?v=2ZqnOO...

TWEETS 57.3K
FOLLOWING 391
FOLLOWERS 364K
FAVORITES 2,718
Les Misérables
Photo:
View photo
YouTube

Other ways to promote yourself

Don't forget to include your YouTube channel URL in your bio. It's the first place people will look if they want to check out your videos. If people do start sharing them, it's definitely a good idea to thank them for doing so. Another fun use of Twitter is the hosted chats. These will often have their own hashtag and run for about an hour. It's a great way of chatting with new people. Keep your eyes peeled for the next vlogging-related one – it'll be hashtagged with '#vloggers'.


Felix Kjellberg

YouTube guy.
business.pewdiepie@gmail.com
Youtube.com/Pewdiepie
Joined May 2009

Felix Kjellberg: Time to get off twitter and get some work done ch

Felix Kjellberg: Have some self respect challenge.

Felix Kjellberg: Leak your nudes challenge

Felix Kjellberg: Getting breast implants challenge

TWEETS 21K
FOLLOWING 408
FOLLOWERS 5.97M
FAVORITES 1,915
Tweets
Tweets & replies
Photos & videos
2,894 Photos and videos

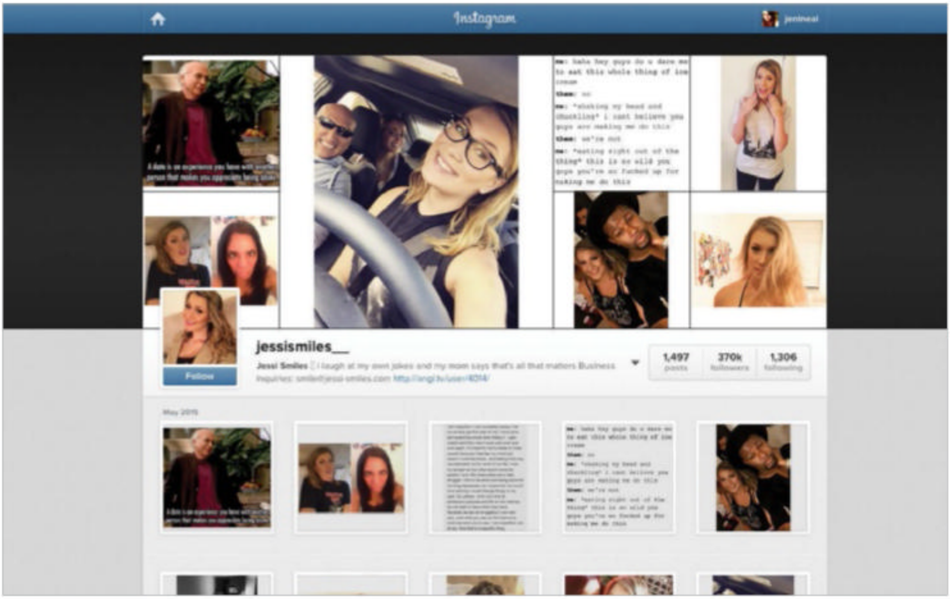
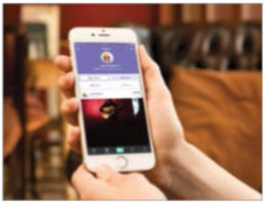


Image-heavy Instagram and Vine reward creativity, comedy and above all, personality. Use them to show the world how you see things

Instagram & Vine

Both Instagram and Vine can be hard nuts to crack, but with consistent quality content, you'll soon be at the be top of your game

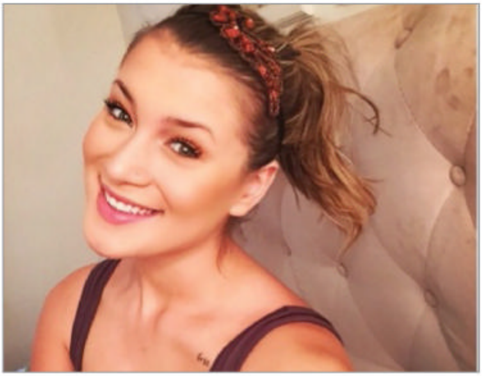
Instagram is the place to show off your photography skills. Pretty pictures rule here, so make sure yours are picture perfect. Tagging your photos with what your photo is about will draw in followers. Find your niche and roll with it. If you like taking street snaps, concentrate on that. Video is another part of Instagram – you could use it to post 15-second teasers of your YouTube video. A Vine is a whip-snap quick loop of video that lasts for six seconds a go. If you have a one-liner or funny thought that can be communicated in six seconds, here's your chance. See our favourite Vine-ers on the opposite page – they're great inspiration for your own Vines.



Smartphone There's a new generation of content creators on Instagram and Vine. All you need to join is a smartphone

Jessi Smiles

Jessi proves that you don't need amazing equipment or even any other people to make great Vines – she's a master at playing different characters. She always posts things that other people can relate to, be that fancying the guy at her local coffee shop, dancing to Beyonce, or not being able to beatbox. If someone thinks 'Oh my god, that's so me!' when they see your Vine, they're far more likely to share it. She's also on YouTube, and encourages her followers to visit her there too.

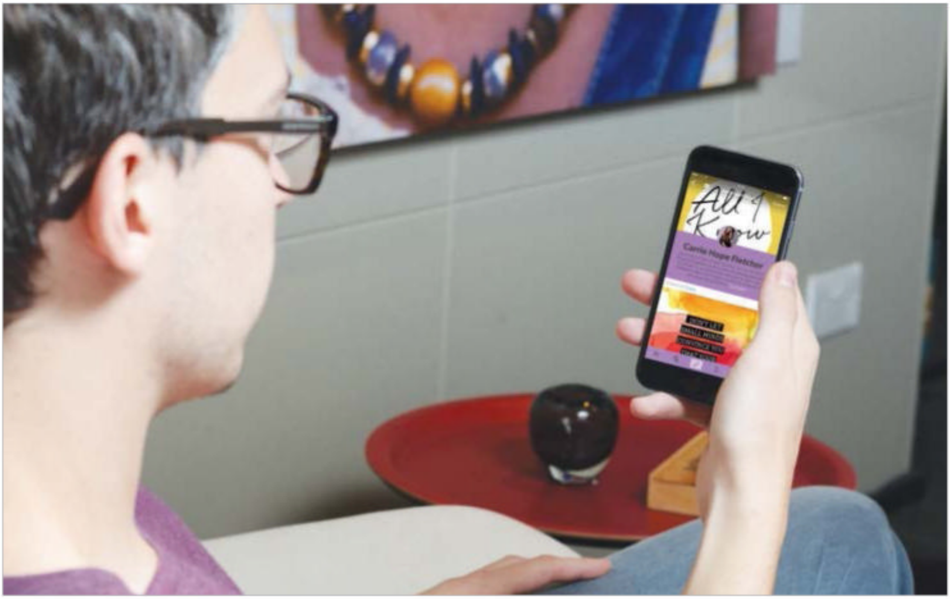


Jerome Jarre

Jerome has gained over a billion loops of his Vines since January 2013. He also has a massive following on Snapchat, another social media platform. His positive attitude and signature grin are never boring to watch – a great tip when it comes to any social media platform. He collaborates with other viners too: his Vine with singer-songwriter Kenzie Nimmo has nearly 22 million loops. If you can find someone near you that's up for collaborating on a Vine, it could be a great way to boost both your followings.

Trench

Here's one that shows how much Vine is about good ideas rather than being the best-looking or doing the craziest stunts – although it does take advantage of Vine's soft spot for a cute animal. Talented Trench and his dog Maple play popular songs together on a variety of instruments, and yes, that does mean that Maple plays the instruments too. Trench also uses his own music for the backing track or to soundtrack Maple's adventures. You never see any part of Trench apart from his hands.



Go viral Tumblr and Reddit welcome all kinds of kooky content – and they especially love anything video-based. Maybe yours will be next to go viral?

Tumblr & Reddit

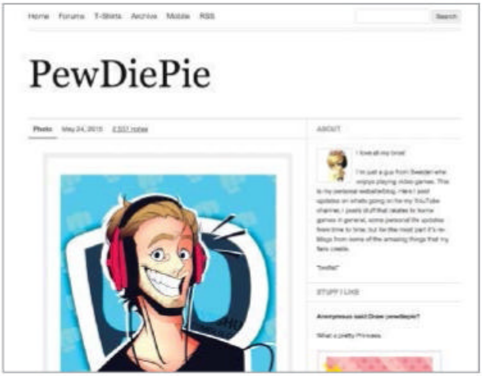
Reddit and Tumblr social platforms are more niche-based than their larger counterparts, so unique, bold and striking content really goes down well

Tumblr is similar to Twitter in that it's like a mini-blog. You can share whatever you like, and most things are embeddable, including YouTube. Reddit is very different – there's no real personal timeline, so it's hard to have a personality on there, but it does have a massive audience. While Tumblr keeps everything in one timeline, Reddit's interface means that everything is shoved in together on one big feed, and is very 'blink and you'll miss it', so an eye-catching headline is of utmost importance. Remember to put a snappy heading on your video so people know what they're clicking on. It's not going to be as enticing if you put something vague.

Get noticed Getting your content noticed on massive sites like Reddit and Tumblr can seem impossible. Follow our tips and you'll fit in in no time

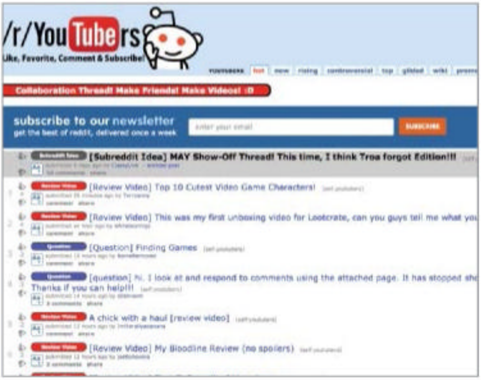
Consistency is key

If you're going to post your videos on these channels, make sure you do it every time, or people will lose interest and stop following you. On Tumblr, a good use of the time you take between videos might be to show some 'work-in-progress' pictures of your camera setup or a vlogging brainstorm. Tumblr also has a handy 'ask' function that you could use to source vlog ideas from your audience. Like Instagram, Tumblr is very visual, so use pictures wherever you can.


Home
Forums
T-Shirts
Archive
Mobile
RSS
Search
PewDiePie
Photo
ABOUT
STUFF I LIKE

How to find your niche

If you decide to post something on Reddit, it's worth researching which established subreddits (smaller feeds that narrow down what people are into) will appreciate your work. Find the one that appeals to you most, and put it in there. See if you get any upvotes or comments – sometimes smaller subreddits are more responsive than larger ones, where things can slip through the cracks. On Tumblr, it's more straightforward: you can search via tags, just like on Instagram, or the hashtag system on Twitter.


/r/YouTubers
Like, Favorite, Comment & Subscribe!
hot
new
rising
controversial
top
gilded
wiki
subscribe to our newsletter
get the best of reddit, delivered once a week
enter your email
SUBSCRIBE

Collaboration Thread! Make Friends! Make Videos! :D

[Subreddit Idea] MAY Show-Off Thread! This time, I think Troa forgot Edition!!!

[Review Video] Top 10 Cutest Video Game Characters!

[Review Video] This was my first unboxing video for Lootcrate, can you guys tell me what you

[Question] Finding Games

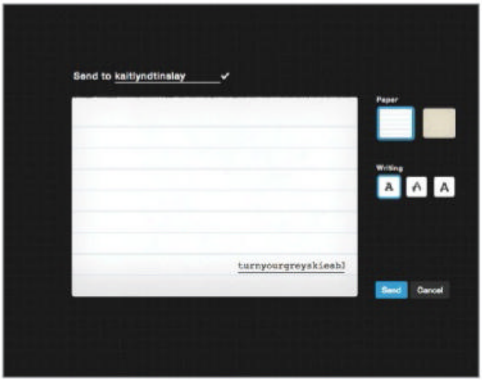
[question] hi. I look at and respond to comments using the attached page. It has stopped sh
Thanks if you can help!!!

A chick with a haul [review video]

[Review Video] My Bloodline Review (no spoilers)

Beware of trolls

Because these social media platforms don't require any 'real-life' information from you, they can be a hotbed for trolls and mean comments. Remember that the problem is with them, not you. Don't engage them; they would love to argue with you. You have better things to do. When people give real, helpful advice, then by all means thank them and tell them you've taken what they've said on board – but if the comment is shallow then it's more harm than good. Ignore, block or report the user.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Send
Cancel

Get streaming

Live streaming has been made so simple by YouTube and it's a great way to interact with viewers

Live streaming is a part of YouTube that is often overlooked by users, but it has a collective of hardcore fans. Instead of watching pre-recorded and edited content, live streaming is all completely in the moment. All kinds of vlogs can benefit from holding live events. People love being able to contact who they're watching (which you can do on YouTube live streams thanks to a constant chat box), and there's a sense of excitement around a live event that is hard to replicate. Q&A videos work really well on live streams, as do live gaming streams. Find out how to do your own below.

How to prepare for the best live stream ever

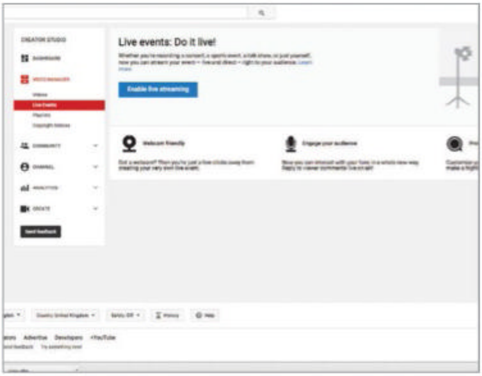
Ideas Even though a lot of what you're talking about might be off the cuff, you should definitely go in with an idea of what you want to talk about.

Tech stuff A proper connection is non-negotiable – your viewers will be expecting to be able to see and hear what you're doing properly. Test beforehand.

Get promoting Let people know you're excited about your live stream, and they'll be excited about it too. Draw your audience in via social media.

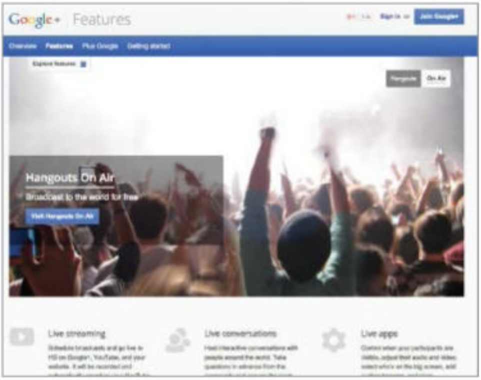
Getting started

Before you start, you must enable live events under the channel heading on your Account Features page in Creator Studio. Once you've done this, you'll be asked to fill out some basic information about your live stream, including the time you'd like the stream to start and finish, and the category your vlog comes under. If you're just testing your connection or something else that you don't want an audience to see, you can set your stream to 'unlisted' or 'private' at this point.


Live events: Do it live!

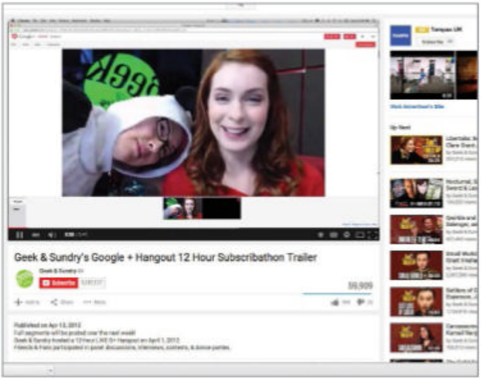
Hang out

If you'd like to do a hangout (a live stream that just uses your webcam), then you should go for that option now. Alternatively, if you have something else that you would like to stream from, go for 'custom'. If you choose to do a hangout then you can use Google's hangout feature to get started. You can make this private for you and friends, or make it public for anyone to watch. If you want to get fancy, you can even have a custom trailer ready for your live stream.


Google+
Features
Hangouts On Air
Broadcast to the world for free
Live streaming
Live conversations
Live apps

What's next

The best thing about live streams is they're interactive, so you can get feedback in real-time. This makes testing out new things super easy – if it doesn't go down too well, then you haven't wasted too much time on it. You can also talk to your viewers on an online chat screen. If you get any unwanted troll invaders, kick them out. When you're finished, the video will be saved to your YouTube page. Anyone who visits your channel will now be able to see it, along with any more streams you decide to create.


Geek & Sundry's Google + Hangout 12 Hour Subscribathon Trailer
Subscribe

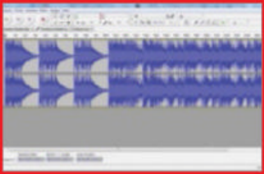
Be a podcast pro

While some people love to stick to the screen only, podcasts are also an awesome way to reach another audience

Podcasts are downloadable audio content that people most commonly listen to in their own time on portable music players. Easily downloaded to smartphones and computers, podcasts come in all shapes and sizes. Some people like short and snappy ones, while others like to get involved in a lengthy edition. Scroobius Pip, for example, has a popular weekly music podcast that averages at around an hour and a half's worth of talk and music. Read on to obtain the knowledge that'll make you a part of a fast-growing and cutting-edge crowd of content-makers.

Three easy steps towards making a professional podcast

Grab your audio Use a recording device to capture your sounds. You can use a Tascam, a mic built into your camera, or even your smartphone.



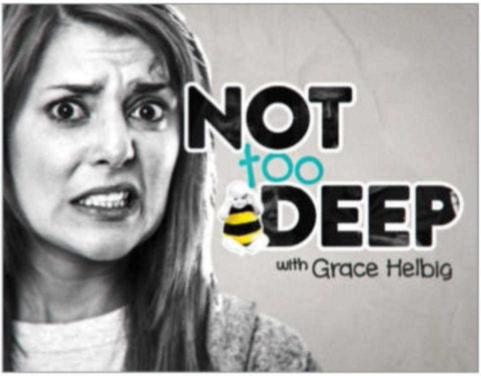
Edit, and then edit some more Try Audacity for podcast editing – we love the simple interface. All the same rules apply for podcasts as vlogs: concise is best.

SOUNDCLOUD

Upload and share Put your sound file on a platform like Soundcloud. It will give you all the social sharing options you need automatically.

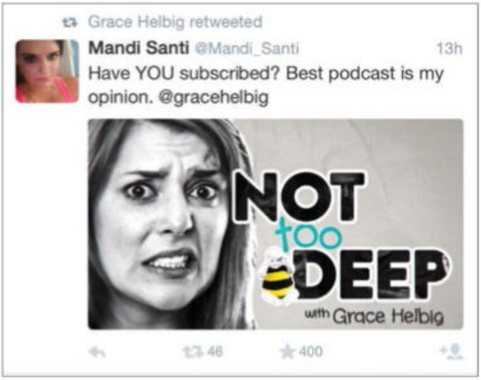
Make your podcast pop

Just like your YouTube video, your podcast should have a distinct style. Would you like your audio-only output to be an extension of what you vlog about? Or something completely different? You might want to talk about different topics in different formats. A nice idea might be to use anything you record that didn't make the cut in your YouTube videos. People will love an extended edition of something they enjoyed watching. Which brings us onto…



Make your podcast a bonus

Make your podcast sound as special as possible. If you have a newsletter or mailout that people sign up to, reward them with your lovingly created podcast. If you want more social media followers, then maybe hand it out for every retweet or share of a certain post. If you keep adding extras onto your social media feeds, then people will start following to collect everything you're posting. Don't post it to every social network, however – go for the one that needs growing most.



Grace Helbig retweeted

Mandi Santi @Mandi_Santi 13h

Have YOU subscribed? Best podcast is my opinion. @gracehelbig

Take inspiration from podcast pros

Taking a look at the most popular podcasts shows that sound quality is absolutely key. People will definitely notice if there's any kind of sonic silliness being beamed down to them, so be careful when recording; getting a continuous noise out of a soundtrack is a nightmare. Attempting to be creative is also highly recommended. Try out some new stuff and see what happens – you don't have to share it if you don't want to, but experimentation is always encouraged.

DC COMICS™
2200
2300
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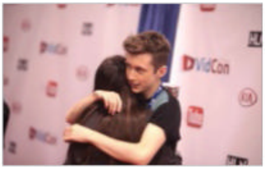
Community The YouTube community aren't just individuals separated by screens. Thousands attend live events, exhibitions and gatherings around the world

Live events

Now a booming global community and industry, online video has spawned hundreds of dedicated live events. Bing gives us the lowdown

One of the best ways to engage with the YouTube community is at any of the live events happening around the world, from small, informal gatherings to large, ticketed festivals. They can be the best places to meet like-minded creatives, make friends and collaborate on video projects. Far from the hobbyist niche it once occupied, online video is now a massive part of mainstream culture, and this shows in the scale and variety of events that surround it. Some events, like Summer in the City, take on a music festival feel. Others, like VidCon, are organised more like trade shows. Some focus more on business and education, while others are simply a place to meet celebrated creators. At all of them you are likely to find a healthy mix of video makers, viewers, fans, enthusiasts, entrepreneurs and business owners who all share a passion for the same things.



Public appearances Many popular YouTubers are musicians, comedians or other kinds of performers. To them, attending an event is like playing a gig

Making connections

Video making is largely a collaborative activity, but sometimes it can be hard to assemble the right people for a project. Attending a live YouTube gathering can be a brilliant way to scout crew for a new video, or meet other creatives with similar styles and ambitions. If you're nervous, remember that most of the other attendees are there for similar reasons. The best gatherings are those that foster a community spirit of collaboration and networking. Be prepared with cards, flyers or just a marker pen so you can share your channel name with anyone who asks. Keep all the cards, notes and pictures you get throughout the day and spend some time looking at their videos when you get home. You might find your new favourite channel, or the perfect creative partner.

Meeting your influences

Live events give you the perfect opportunity to meet the people who inspire you. Of course, YouTubers with millions of viewers will be slightly harder to meet. At most large events, lines are formed and dedicated rooms scheduled for signings and meetings. These more controlled situations can sometimes stifle conversation, but it might still be worth it to meet your favourite YouTuber. YouTubers at every level can be found wandering these events. Don't be afraid to introduce yourself and start a conversation. Many of the most popular events also cater to professionals and amateurs seeking business advice, offering question and answer panels, workshops, keynote speeches and sometimes optional 'industry' days with programming specifically focused on industry discussion. If you're looking to turn online video into more than a hobby, consider buying an 'industry' ticket and attending some of the more 'serious' parts of an event. Check the event's website before you attend to see what's on, and which notable people you might run into.

The big ones

PlaylistLIVE This is an annual event held in Florida by AKT, a design and merchandise company who work heavily with various online video stars and musicians.

Summer In The City The UK's biggest YouTube gathering, it started in 2009 as an informal, outdoors fan meet up. The modern-day event takes place in venues like Alexandra Palace.

VideoDays One of the biggest European YouTube events, taking place in Cologne and Berlin, Germany. Celebrated creators perform on stage and meet fans for signings.

VidCon VidCon is the largest annual gathering of online video creators, viewers, performers and entrepreneurs in the world

VidCon

Part festival, part trade show, VidCon is the largest convention of its kind, Bing tells us more

Conceived by Hank and John Green (the 'Vlogbrothers' on YouTube) to bring fans and creators together, the first VidCon took place in 2010, attended by over 1,400 people. By its fifth annual event in 2014, attendance had risen to over 18,000, reflecting the incredible growth of online video between those years. The event takes place in California at the Anaheim Convention Center. For one weekend a year, the popular events venue is filled with the most celebrated voices in the online video industry.

Like most events of its kind, VidCon offers experiences for visitors at different levels: professional networking opportunities, technical and educational worskhops, meet ups with top creators and live stage performances. Different ticket options are available, including an 'Industry Track' that includes an extra day of panels and talks focused more specifically on the business of online video.

Famous YouTubers VidCon is full of the most influential and famous YouTubers on the planet

Being prepared

VidCon organises question-and-answer panels with professionals, business owners and creatives on a range of topics throughout the event. Knowing what's happening will help you get the most out of attending, so make sure you have looked online or in your event guide and highlighted things on the timetable that you don't want to miss. If you're just getting started on YouTube, panels are going to be invaluable as a source of advice and anecdotes about making videos. Many are designed specifically so that beginners can hear, in their own words, how successful YouTubers got started. If you want to get the most out of these parts of the event, look at who will be giving speeches or answering questions and watch their videos beforehand. It's also useful to have questions prepared about general topics you're interested in. Carry a notebook with some questions ready so you can compare answers from different creators.

Walking the expo floor

A huge part of the VidCon experience is the exhibition floor, where creators, small businesses and sponsors pay for stalls. These usually include an interesting mix of clothing, lifestyle and technology brands, as well as independent or start-up businesses. Many of the creators billed as performers or VIPs will have merchandise available at one of these stalls, which can make up a large part of their income. Other stalls may be operated by large equipment brands, letting attendees try out new cameras, musical instruments, microphones or computers. Stalls are often purchased by new media companies promoting a website or app, and may invite you to join or test it out. If you want to make the most out of VidCon as a learning environment, make sure you take the time to visit every area. The expo floor is like a microcosm of the industry, where you can see and talk about new ideas rather than reading about them online.

Your must-have VidCon survival kit

Water Conventions like VidCon are huge, and you may not be near a water fountain for a while.

A smile Conventions are great places to make new friends, so make sure you're approachable.

A notepad Make sure you're able to take notes at panels or ask people for their autograph.

Your camera Don't film every single second obsessively, but be prepared in case you get inspired.

STREAMY
AWARDS

Unique The Streamy Awards are the first of their kind to be streamed online so you can watch at home from around the globe

Celebrity central All the biggest vloggers head to this dazzling event in LA, including the dashing Joey Graceffa

The Streamys

The crème de la crème of vlogging royalty compete for top awards yearly at the Streamys

The Streamy Awards are the world's first awards to recognise the best online video makers from across the world. Whether you had a hand in writing, directing or producing a film that really stood out from the millions of online videos out there, or you had the starring role, you could be picking up an award at what are affectionately called the Streamys. Established in 2009 and held in star-studded Los Angeles, California, the awards have proved more than popular, and now there are more than 30 categories that make up the web-streamed event. The Streamy Awards are the first streamed award show that have the famous envelope openings, so you can watch at home and join in with the excitement from your living-room (or bedroom, or bathroom… anywhere with internet!) Keep an eye on **www.streamys.org** to follow the next ceremony, and remember to tweet support for your favourites!

Streaming excellence

While you might only recognise Lisa Kudrow as Phoebe from the smash-hit TV series Friends, she actually has two Streamy awards under her belt for her performance in Web Therapy, a web series that sees Kudrow play a 'web therapist'. She even got some celebrity friends to star in the show alongside her, such as Conan O' Brien, Rashida Jones and Courtney Cox. You might think that Kudrow has got it right, and that you have to star in your shows to make a statement, but the The Streamys prove that you can take part in any kind of filmmaking to get noticed. They have categories for all kinds of roles behind the scenes, for everything from writing to craft. If you start vlogging and fall in love with the tech side of things, why not be a cameraman for other people? Read on to find out how to get a collective together.

Team up

Hosting a vlog isn't the only way to get into vlogging – you can be obsessed with any part of the process and still find your way on YouTube (or even the Streamys). What you will need, however, is a bit of a team. To get some mates together to make a film, you can ask your pals if they fancy turning their hand to a bit of hands-on learning. You might be surprised – one of your pals could be a closet vlogger just like you! Think about who you need for the film you have in mind. Sometimes, however, too many hands on deck can be more trouble than it's worth. If you can't think of an idea for your video, get together and pool ideas. If your immediate mates don't fancy it, social media is a great place to find similarly minded YouTube obsessives. Take all these tips in hand, and you'll soon have awards flying at you from all angles.

STREAMY
THEBUSEBROTHERS.COM

4 awesome Streamys winners

Shane Dawson He won Best Vlogger in 2010, and has over 6.5 million subscribers.

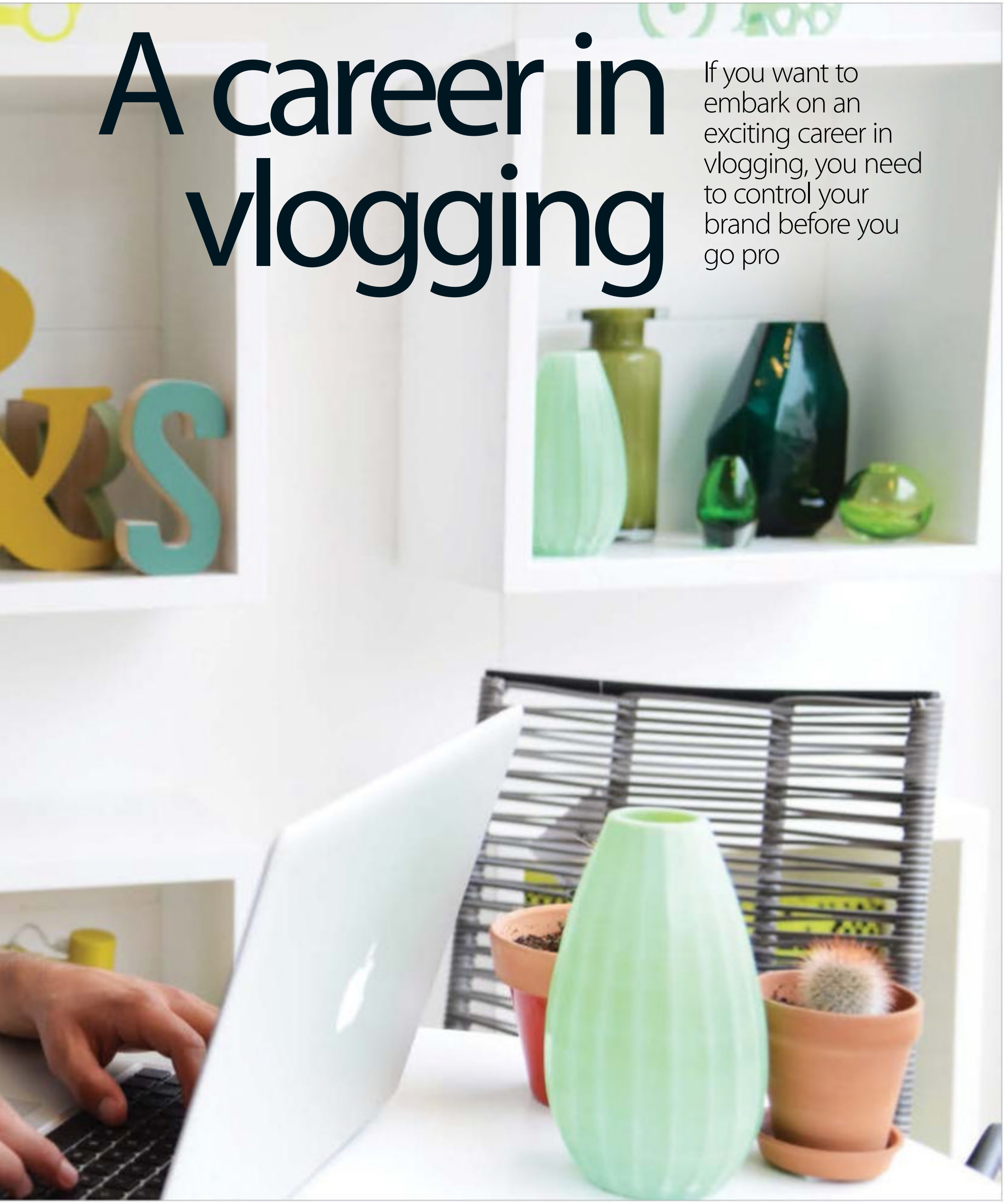
Paul Rudd The actor picked up the award for Best Guest Star at the first awards in 2009.

Lindsay Stirling Won the Best Choreography award in 2013, and Best Musical Act in 2014.

??? In 2015 it's all to play for. Will your favourite win? You'll have to tune in to find out!

A career in vlogging

If you want to embark on an exciting career in vlogging, you need to control your brand before you go pro

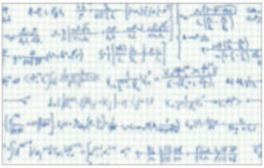


Your domain Your website can be your calling card, from just a hub for your social platforms to a blog, portfolio or media portal

Control your brand

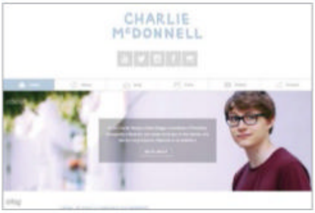
Bing takes us through what it takes to control your brand and make a profession of YouTube

YouTube, Facebook, Twitter and Tumblr provide powerful ways to reach an audience and grow your brand. However, it's important to remember that they are all services owned and controlled by companies who are free to redesign, update or even shut them down. YouTube is perhaps the most changeable – its layout can be overhauled substantially several times in a year. It is an unfortunate, but nevertheless important fact that a global company like YouTube is concerned foremost with growth and profit. Because of this, the changes it makes will not always be in your best interests as a creative, but there are important steps you can take to safeguard your project against shifts in the digital landscape…



Complex code YouTube is the world's second-largest search engine. It runs on regularly updated codes and algorithms

Build a website & mailing list



You should aim to have as much control as possible over the way your audience interacts with you and your videos. Consider the flow of information between you and your audience like a chain. A lot of the links in that chain will be services operated by other people, a middle man like YouTube, and therefore are not 'direct' points of contact. As such, they may be subject to changes to the service, changes to their terms of use, and removal of features you use a lot.

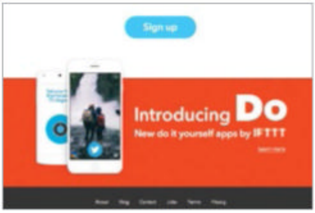
It is important to create links in the chain that you are in complete, or at least more, control of. Building your own website is a great start, especially if you can afford the time and cost involved in hosting privately, and both free and paid options exist for creating a direct mailing list. These two extra links in the chain can be powerful tools if carefully maintained, building an intimate, immediate relationship with your viewers to keep them informed.

Create a consistent brand

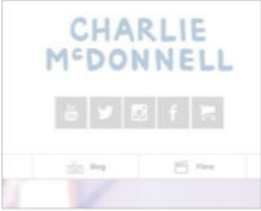
Although it's good to have your own website and mailing list, social media is still an important way for your videos to reach an audience. Though they all operate in different ways, in different places and on different devices, there are ways you can make them work together.

One way of doing this is to link them together. This can be done internally on some platforms, for instance linking your Instagram to Twitter in-app, or externally with services like HootSuite or IFTTT. You can also include links to your website or other social profiles in your 'bio' or 'about' sections on most websites.

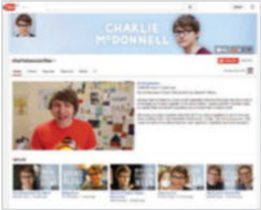
It can be very useful to have a consistent, recognisable visual theme across your profiles. Take some time to familiarise yourself with the design options on different websites and remember to look at them on different devices – profiles will appear differently on mobile phones, tablets, smartwatches or smart televisions.



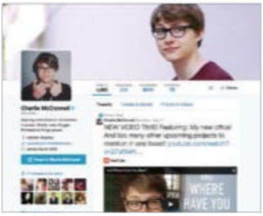
Step up your profiles



Colour scheme Come up with a logo and consistent colour scheme for your website and social profiles. Hiring a professional designer might be worth the money.



Follow site guidelines Create themed avatars, banner images and icons for all your social profiles. Make sure to use the correct sizes and follow guidelines for each different place.



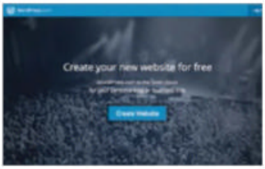
Stay active Keep them up to date! Either manually or by linking them together, make sure all your profiles are active. Remember: most users will not follow you on every service.

WordPress for websites

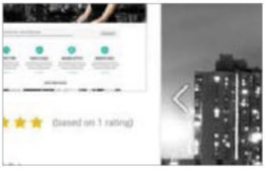
Most websites run using a pre-built CMS (Content Management System), a user-friendly way of building, managing and updating your site that requires little specialist expertise. A CMS runs using one or more databases, where it stores the material you write and upload, and contains the complex codes, scripts and templates needed to turn that content into an attractive, modern web page.

WordPress is a free and open-source (all code and source material is free to download and modify) blogging CMS. Its popularity has led to a global community of coders who create 'plugins' that extend its functionality. With time and patience, WordPress can be modified to do almost anything. However, a simple install will probably satisfy your needs at first.

Installing Wordpress is relatively simple. Depending on your web-hosting provider, you may even be able to request that it comes pre-installed when you make your purchase. If not, you will need to access your server directly via FTP to upload the WordPress codebase (available for free on their website). Step-by-step instructions for this process exist on their website, as well as very active and friendly support forums for troubleshooting if you run into problems. Installing WordPress on your server gives you full control over all features and the ability to install plugins or make major modifications to the code if you need to in the future, rather than the far more limited options available on their free 'WordPress.com' hosting option. Taking some time to set things up will future-proof your website and keep you in control of your brand.

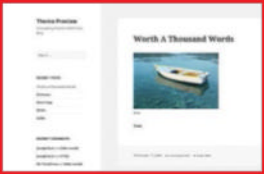


WordPress WordPress was first released in 2003 and is now used by more than 60 million websites

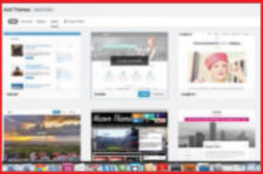


For novices Installation can be very easy, even if you don't know anything about websites. That's the whole point

Finding your look



WordPress themes WordPress isn't much to look at, but there are thousands of free and paid themes available for quickly finding a look that suits you.

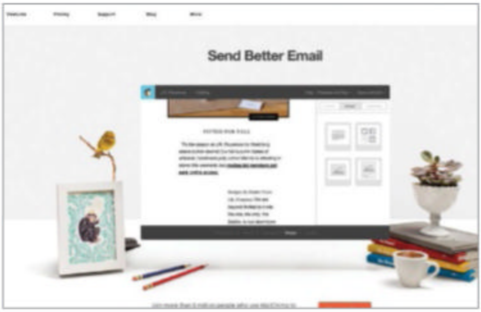


Browse themes Search for themes and install free ones directly from your WordPress admin panel, or download them from stores like ThemeForest.

Customise Everything in WordPress is modular and customisable. You can alter and re-arrange most screen elements using 'Menus' and 'Widgets'.

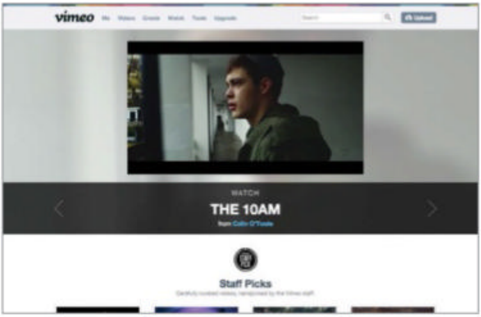
Direct mail marketing

Keep your audience informed with a mailing list. You can do this the old-fashioned way, or use a service like Mailchimp, which gives you access to design, tracking and analytic features. With Mailchimp, you can see how many people read your mail, delete it or unsubscribe, as well as what links they click and even how many times they click them. This helps you improve every time you send new mail.



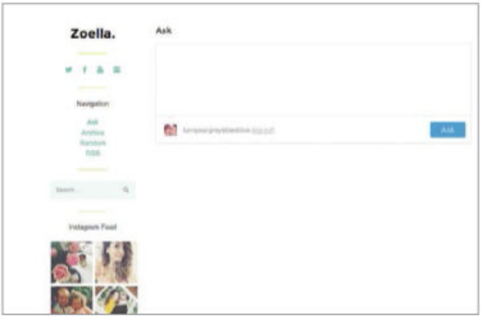
Syndicate your video

Although YouTube is the biggest outlet for short-form video streaming, it isn't the only option. You might want to take advantage of other services like Vimeo, Clowdy, Tumblr or Facebook video for certain projects. When building your website, you might want to use a service with a more attractive embedded player than YouTube's to keep things looking professional.

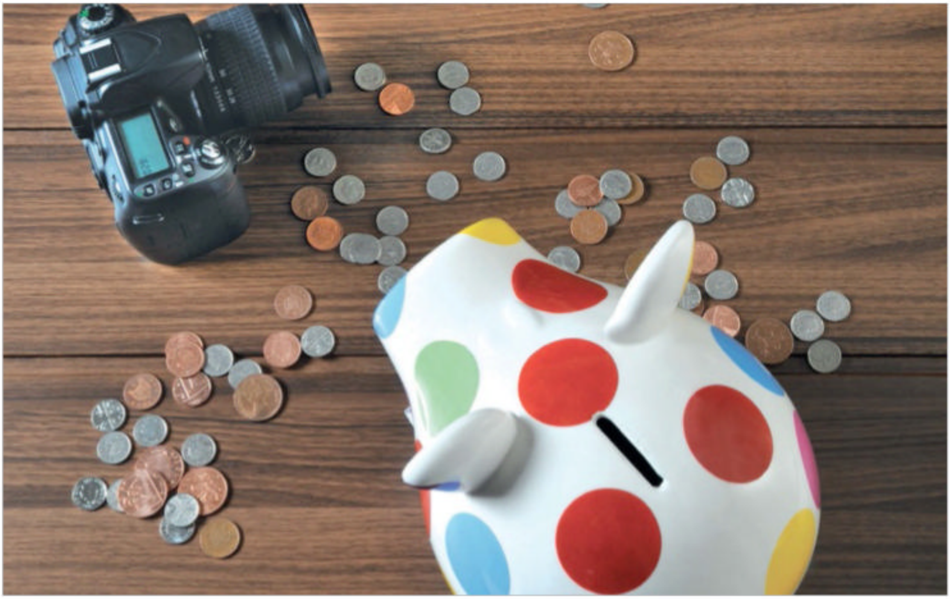


Involve your viewers

Being able to interact with your viewers is what makes online video stand out, and you should take advantage of it. It can be as simple as answering questions on Twitter every week, using your mailing list to get feedback, accepting submissions to your fan blog on Tumblr or messaging secret links to people directly. Marketing yourself and your work can get incredibly creative and experimental.



Keeping your audience informed and engaged is key, while making sure that you have control over your main lines of communication



Your options Although vlogging for money shouldn't be your main focus, YouTube has lots of monetising options

Making money

There are several ways to monetise your YouTube channel if you choose to

If you'd like to make money from your YouTube content, it is easy to set up – but it's not necessarily the best way to get the cash rolling in. You need to be pulling in serious viewing numbers, so be patient. In the meantime, setting up monetisation could be a good choice for you anyway. A little is better than nothing at all, and if brands see that you're open to hosting ads on your channel, they might be more open to using your videos to advertise.

Before you start, you need to be what YouTube calls 'advertiser-friendly'. This means having clear metadata on your video (the title, description and tags) so YouTube's filter can understand what it's about. There are also things to keep in mind, like avoiding swearing, violence and drug references. Basically, think about who you'd like to be holding your fancy new product – is that person swearing and smoking onscreen? Probably not, however good their content is.

Perservere Your revenue won't be massive to start with – you have to persevere to see any kind of return on YouTube videos

Pull in audiences

As we mentioned before, you need to still be thinking about all the things that will keep an audience coming back for more if you want to be getting the kind of views that equal any kind of money. Stick to the main rules: be creative, consistent, and unique in your content.

Making your metadata as clear and neat as possible is essential. Keep a close eye on your analytics to make sure you're heading in the right direction. Don't lay on every kind of ad to start off with – try a few non-invasive things to get things started. If you get terrible feedback from your viewers, switch it up, or consider alternatives. We discuss alternatives to traditional YouTube ads on the next page.

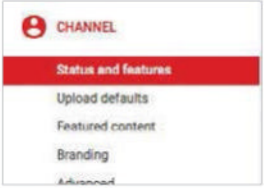
Maintain your credibility

Make sure you don't lose sight of what made you set up your YouTube channel in the first place. Being obsessed by the money side of YouTube from day one isn't recommended – people can sniff outa cash-hungry vlogger a mile off, and will steer clear of you as a consequence.

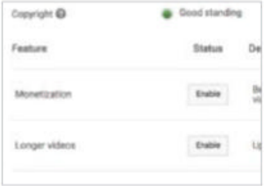
Similarly, if you're featuring or recommending a product in your video for cash on YouTube, you have to declare it as such and follow the rules that YouTube has set out so your viewers clearly know that they're watching something sponsored so they can make their own decision about the product instead of taking your word as gospel. There's a box you can tick before you publish the video that declares it as a sponsored ad. There has been a crackdown on this in recent years, as vloggers have gone ad-crazy and bombarded their viewers with ads.

If your video doesn't adhere to the rules then unfortunately YouTube is well within its rights to wipe it off the site. Brand logos are especially off-limits unless the ad is completely funded through YouTube.

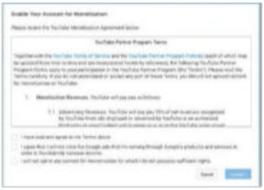
Set up your channel for monetisation


CHANNEL
Status and features
Upload defaults
Featured content
Branding
Advanced

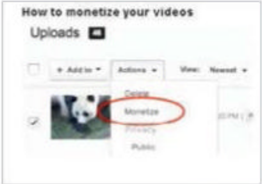
Channel Head to your account settings. In Creator Studio, go over to 'Channel' in your sidebar.


Copyright
Good standing
Feature
Status
Monetization
Enable
Longer videos
Enable

Monetisation On the channel page, click 'enable' (the first option on the list).



T&Cs Read through the agreement: when you've agreed to the terms, click through.


How to monetize your videos
Uploads
+ Add to
Actions
View:
Newest
Delete
Monetize
Privacy
Public

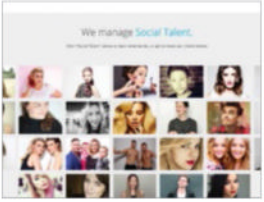
Pick ads See previews of the ads you've signed up to and choose which you'd like.

Promote your vlog on social media

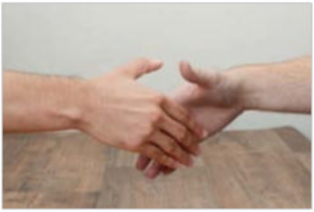
How to Make Money on
YouTube

Join a Facebook group Brands might post campaigns and products you're interested in on Facebook groups for bloggers and vloggers. Search for 'blogger opportunities' to get you started.

Follow hashtags on Twitter Advertisers and journalists that need vloggers sometimes use hashtags to find them. Have a look at #journorequest and #prrequest for starters.



Ask around Have any of your vlogging mates passed over an opportunity that could be great for you? Ask them! Maybe they'll introduce you to an agency you weren't aware of.



Become a YouTube Partner

If you start pulling in massive viewing numbers, the YouTube Partner Program might be for you. We do mean a massive viewership, though: you'll need to attract at least 75,000 watch hours in 90 days to be eligible for this elite program. In return, you'll be on YouTube's radar and they'll offer you dedicated development programs and specialised strategic and technical support (including how to advance the monetisation of your channel).

Being on this program will no doubt put you on the radar for elite advertisers too, who might approach you with unique opportunities to fit your channel specifically. Development programs you could be eligible for include Google Space, dedicated studios kitted out with pro technology that you have access to whenever you book.

Joining an agency

YouTube is such a huge industry now that there are advertising agencies specifically set up for YouTube stars to join. One of the most famous of these is Team Gleam, who has vlogging and blogging megastars like Zoella and The Lean Machines on its books. An agency will take care of all the back and fore between your channel and different companies for you – they specialise in negotiation so they'll be trying to snag the best deal for you.

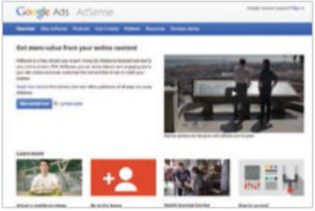
Unsurprisingly, though, they won't do this without taking a cut of the profits, so be savvy and make sure they are offering you what is good for you and your channel. If you're a big Vine user, GrapeVine is the agency for you. Jerome Jaar, who is one of the biggest Vine stars on the planet, is one of the founders of this agency that's full of famous names.

Of course, you don't have to sign up with a specifically YouTube agency. If you get in contact with some PR agencies that interest you, they'll email you with any opportunities that might be a good fit for your channel. Remember that they need you as much as you need them: say no to anything that you think won't work for you and your viewers. You know your channel best.

Google AdSense

Signing up to Google AdSense means that you will have adverts put on your videos for various products and services that your viewers can then click on. You might recognise the ads from the bottom of most popular users' videos. You will make a small amount of money per view, and more for viewers who click on the ads.

In order to sign up, you will need a Paypal account and a valid mailing address so that Google knows you're a legitimate user. As you will be making money in little increments over time, having content that people like and can return to is key if you choose this option.



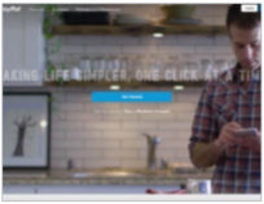
Alternatives

While all of these YouTube-centric choices are great, thinking further afield than just YouTube is a good idea too. Many vloggers are bloggers too (like Lily Pebbles and Vivianna Does Makeup), which makes their content go twice as far with only a little bit more effort.

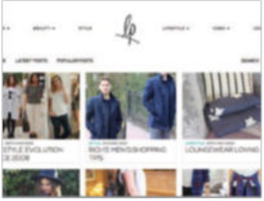
If you do decide to make the decision to go ahead and construct a blog, you can include Google AdSense advertisements on there. Make sure you cross-promote your blog, too – mentioning it at the end of your videos and linking to it on your social media is really important to direct your viewers there, for example. Blogs and websites provide more opportunities for financial streams, and podcasts, eBooks and blog posts that sit on your site also provide more ways to boost your video's reach, as people will download and share them on their own social media channels.

Blogs can also be used as a hub for all your work. If an advertiser is trying to get a feel for what kind of campaigns would suit you, then they could choose to visit your site and see your work at a glance. You can include your YouTube analytics on there too if you like – just don't lie about the results, as it's very easy to see when someone is inflating their viewing and subscriber numbers. Some of the best platforms for first-time bloggers include Google's Blogger and WordPress.

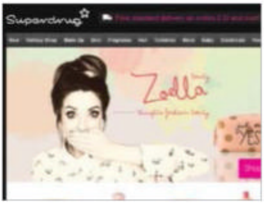
Other ways to monetise your videos



There are less direct ways of making money too The websites Patreon and Paypal both offer ways for viewers to leave 'tips' for you or a monthly contribution to your efforts.



Is there anything you can sell on your site? If you have a series of high-quality tutorials, for example, you could ask for a fee for a full HD download. Merch could be an idea, too.



Promote your services If you have a talent, let people know about it. Maybe you could do Skype tutorials, or talk about something you make and sell on an online shop.

Breaking out It's not just Zoella who has done well out of YouTube – read on to get acquainted with its other breakout stars

Going pro

The skills you pick up vlogging can benefit you elsewhere. Here are some breakout YouTube stars

From movie stars to pop stars, and from beauty lines to book signings, YouTube has been the driving force behind some of the most successful celebrities from around the world. YouTube can act as the perfect platform for you to sell yourself, and these YouTubers have definitely used it to their advantage. Vlogging is such an established art now that you might not even realise that your favourite celebrity started out there – it's becoming more and more common for vloggers to build their own followings, without record labels, agents or stylists. All you need is a bit of time and imagination to jump-start a career in, well, whatever you like. Vlogging will help you build heaps of transferrable skills, like marketing yourself and clear communication. On the following pages are some of our favourite stories of YouTube dreams coming true – make sure to visit their channels to see what all the fuss is about.

Recognition Walk Off The Earth have scored a record deal from their unique covers of popular songs

Musicians

Are you a tuneful type? Take notes from these guys, who have all seen chart success after a musical start on YouTube

Mike Tompkins

The Canadian-born singer has amassed over 175 million views on his YouTube channel. Since supporting the Jonas Brothers on tour, he has also featured on a hit single that went to number one in Russia, and now writes for top acts like Keri Hilson. His YouTube channel is still very active, and he has even collaborated with the Muppets in his signature a cappella style.

Walk Off The Earth

Walk Off the Earth are best known for their alternative take on popular songs, like Gotye's 'Somebody That I Used To Know', a cover that has garnered over 165 million views. The Canadian band signed to Columbia Records in 2012. They have also won a string of awards, including Fans' Choice at the Canadian Radio Music Awards. All the members are multi-instrumentalists.

Justin Bieber

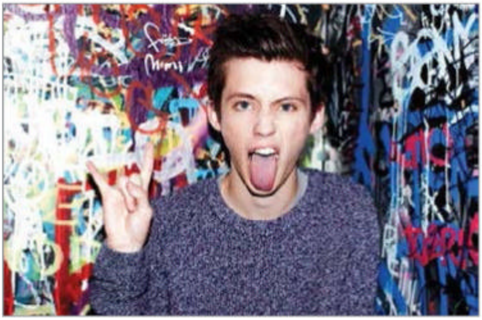
Justin Bieber now racks up hundreds of millions of views on his Vevo channel, but it wasn't always that way. Formerly, he was an über-talented child star discovered on YouTube at the tender age of 12. Soon the Canadian singer was at the top of the Billboard 100 with his sweet chart hit 'Baby' (which now has over one billion views on YouTube). The Beliebers are one dedicated bunch of fans.

Miscellaneous

Mixing it up is the name of the game for this lot – they've been using their many talents to think outside the box

Jonbehere

Jon Aitken's channel takes real-life observations, tag videos and tongue-in-cheek dramatic readings of famous pop songs and blends them together into an eccentric look at life that's linked together with impeccable editing. He's taken the skills he's picked up in promoting his channel on social media to a new job: promoting a brand new app as a social media manager for a tech start-up.



Troye Sivan

Multi-talented Australian YouTuber Troye Sivan is a triple threat – he's an actor, model and singer. He has appeared in the movie *X-Men Origins: Wolverine* and plays the lead character of 2010's *Spud* trilogy. He released an EP, Trxye in 2014 that charted in at number five in the US, and he is now recording a full-length album. He has also walked the runway for fashion powerhouse Yves Saint Laurent.

Laci Green

Utah-born YouTuber Laci Green hosts a sex-positive sex education channel aimed at young people. Off the back of the success of her no-nonsense approach to talking about the birds and the bees, she's scored a contract with MTV, Planned Parenthood and Discovery News. She is also an advocate for feminism, and has appeared as a pundit on Channel 4 and the BBC.

Book deals

Who said no one reads books any more? These guys show that their audiences are as literate as ever with their bestselling books

Tanya Burr

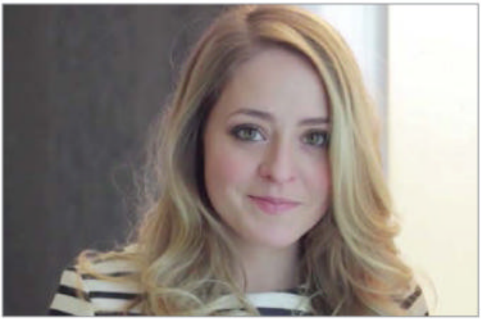
Tanya Burr is part of super-vlogger agency, Gleam Futures (also known as Team Gleam). Following in the footsteps of fellow beauty mega guru and Team Gleam-er Zoella, she's published her first book, *Love, Tanya*. The book features Tanya's advice on fashion, beauty, love and friendship. She also shares her YouTube knowledge in the bestselling book, and reveals more about her journey to YouTube stardom.

Alfie Deyes

Another member of Team Gleam, Alfie Deyes, now has two books under his publishing belt. *The Pointless Book*, based on his YouTube channel Pointless Blog, encourages readers to fill in the blanks of the challenges posed in the book which span baking, crafting and games. There's also an app to accompany the activities. *The Pointless Book 2* promises even more quirkiness.

Fleur de Force

In Fleur de Force's ultimate guide to beauty, *The Glam Guide*, she shares her secrets on how to beat jet lag and how to make relationships last, as well as all things fashion and beauty-related. Fleur has been YouTubing since 2009, and posts inspiring tutorials, advice and hauls on her YouTube channel, as well as over on her informative blog, which also includes a blog shop.



Beauty products

What better to slap on your skin than a product developed by a beauty expert? A wealth of experience has gone into these beauty lines

Pixiwoo

Make-up experts Samantha and Nicola Chapman create YouTube videos under a joint channel, Pixiwoo. They were approached to make a brush line for Paris Presents, an already established beauty line. The result, the Real Techniques brushes, has been incredibly popular with beauty lovers. You can find the brushes on the high street, and Pixiwoo shows you how to use them online.

Michelle Phan

Michelle Phan started out as a make-up demonstrator, but soon found online stardom as a YouTube maven. Her popularity originally stemmed from her mimicking star looks such as the iconic Lady Gaga's Poker Face make-up and showing viewers how they can channel *Game Of Thrones*' Daenerys Targaryen through hair and make-up. She has released a make-up line called 'em' in partnership with L'Oreal.

Lisa Eldridge

As well as having over a million subscribers on YouTube, Lisa Eldridge has got a client list as long as your arm. She's worked with brands such as Vogue, Maybelline, Stella McCartney, Moschino, and many, many more. She has worked with a flock of celebs too, including Cheryl Cole, The Saturdays and Sienna Miller. She has also worked as the creative director at No7.

Filmmakers

If you're into cameras and creativity, YouTube is the perfect place to show off your skills – and these guys prove it

PJ Liguori

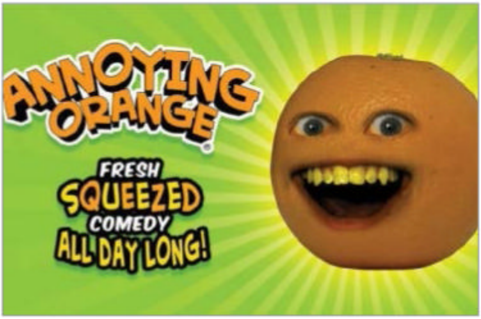
Already well known for his zany short films over on his YouTube channel, KickThePj, PJ has now been funded by Vimeo to make a web-series of *Oscar's Hotel*, a hotel of PJ's imagination that features all kinds of strange and wonderful monsters that first aired on his YouTube channel, which should boost his continuously growing stature. The original video has nearly 125,000 views.

Casey Neistat

Although Casey Neistat has never studied at film school a day in his life, he's managed to build a filmmaking empire nonetheless. He was the creative force behind *The Neistat Brothers*, a HBO series that was picked up for $2 million in 2008, and has had two films premiere at Cannes. He has also filmed adverts for the likes of Nike, J Crew and Mercedes Benz.

Annoying Orange

The Annoying Orange was set up all the way back in 2009, featuring – you guessed it – an annoying orange. The prank-loving fruit was given a series on Cartoon Network in 2012 that ran for two years. The plot revolved around Orange himself, as well as a cast of similarly juicy characters like Grapefruit and Pear. Have an educated guess what they were played by…



Bingradio Bing's home on YouTube is called Bingradio; you'll find all his different projects there

My YouTube experience

Christopher Bingham has been an active member of the UK YouTube community since it started and here he shares his experience with us

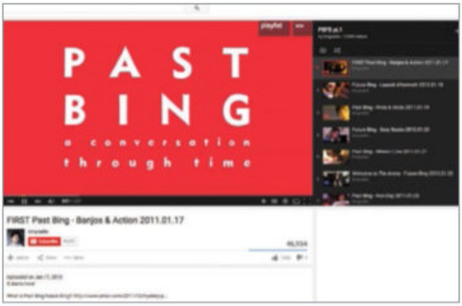
I started uploading to my main YouTube channel the same year the company got acquired by Google, giving me a pretty unique perspective on the blossoming industry of online video.

My education and career moved in tandem with the growth of YouTube. I knew every part of the website, felt every change and tried to capitalise on every trend. When I graduated, online video was my job, and I was earning enough from AdSense to support myself.

Since then I've met and/or worked with hundreds of my contemporaries, come to know many of the staff at YouTube and Google, and worked for the company itself on occassion.

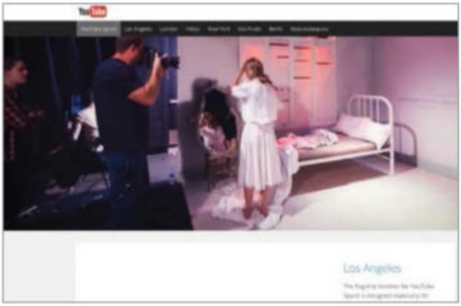
Personal style Many of Bing's videos are based around his personal opinions and interests such as Top Fives

Past Bing / Future Bing



My most ambitious project to date started during my final year at university and ended after I had moved to London as a young freelancer. It was called 'Past Bing/Future Bing', and it collected the experiences of two full years in a unique form, unrivalled in video blogging. For the first year, I recorded and edited a video every other day. Some were travel videos, some were rants or discussions on a particular subject, most were about my life and what was on my mind. I kept them to myself, and only started uploading at the beginning of the second year. This time around, I filled in the alternate days by shooting new videos. This created a 'conversation through time' between Past Bing and Future Bing, addressing each other, sharing their lives and asking the question, 'Where will you be one year from now?'

It was a huge commitment, at times emotionally draining, stressful and even bad for my health. I found myself trying to edit on trains, buses and in cars, or getting home late and staying up to finish a video. I wasn't always perfect, and once during the project a hard drive with several videos was dropped and damaged beyond repair. What I gained, however, was worth every moment. I made something I will forever be proud of: a time capsule, for my friends and I, of a certain time in our lives. I learned valuable technical lessons, and became an efficient editor and a good public speaker.



The YouTube Space

In July, 2012, YouTube opened its first 'Space', a collaborative studio building open to YouTubers for free. I was lucky enough to know some of the team working on it, and became heavily involved in the first year. I even became one of three creative 'residents' for a time. It was an amazing, frenetic time to be involved in online video in this country. A lot of people I knew – or just watched – online were moving to the capital trying to be more involved. Every day I visited the Space, I bumped into friends working on videos together or made new connections with YouTubers I hadn't met before.

I was never more close to YouTube or filmmaking than at this time, and I learned a lot of things from a lot of incredible people. My early work had opened a door that allowed me experiment, travel and learn. Quite quickly, I discovered, this led to opportunities in new fields and specialties I hadn't considered before. I found myself saying yes to jobs that were new to me and trying my hand at other disciplines. I took on roles as presenter for the first time, working on a number of events and series. I also began recording music, a hobby that I now wanted to turn into a job.

Moving behind the scenes

As my career developed, I found myself more and more drawn to academia and business. I took on guest lecturing and corporate speaking positions where I could, teaching what I had learned as a video maker and online personality. In 2013, I became a sessional staff member at Ravensbourne University, and in 2014 I co-founded a talent management company called 'Reboot the People'.

More and more of my work shifted behind the scenes. I was in a position to teach from first-hand experience in a relatively new and unstudied field. I can speak not only to budding filmmakers about the video process in an internet age, but to budding entrepreneurs about the economy and practices of online video. As a manager, I offer the benefit of my experience as a YouTuber to those who need guidance and advice. This experience also helps me to predict new trends and changes – I'm able to give advice to my clients that I couldn't possibly have received when I was younger, because there was no history with which to make predictions!

Nowadays, I split my time fairly evenly between running my company, teaching, producing music, consulting for private clients and working on personal video projects. Everything I do is a result of that first decision to upload amateur short films to YouTube, and the motivation to seize every opportunity that has appeared since. Those opportunities continue to present themselves as the online landscape becomes more popular, diverse and fascinating than ever. YouTube and online video will most likely always be a huge part of my career, no matter what direction I move in.

Ravensbourne Bing acted as a sessional staff member at Ravensbourne University

Reboot the People Bing was involved in co-founding the project to help represent new talent in the circuit

Three of my all-time favourites

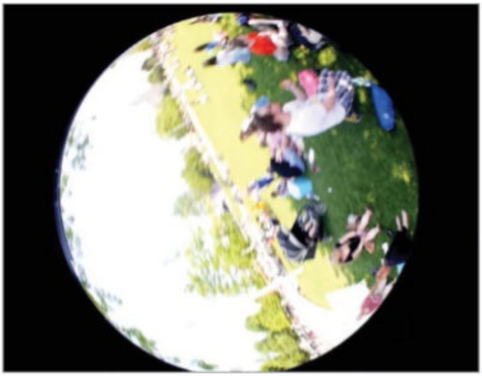
Jamie Of Mars A ridiculous short comedy sketch inspired by Edgar Rice Burrough's sci-fi stories. Jamie leaves me to care for his brainless body.

Final Cut Porn In one of my favourite works, comedy partner Jamie and I play malnourished editors who get a little over-excited about their work.

The Bothering Still my most popular video, this collaboration with my sister, Jenny Bingham, is a nonsensical comedy about the pursuit of peace and quiet.

Learning by doing

YouTube, in some respects, forces you to be a jack of all trades. Without the comparatively big budgets of film and television, you end up doing a lot of different jobs yourself, for better or worse. When I first started out, making videos for YouTube was a way to test out new skills and techniques, with the added bonus of an audience giving me feedback, and not much has changed in that regard. I still try to make every video different in some way.



Meeting my influences

Independent filmmaking on YouTube is a global community, and meeting people whose work I admire has been one of the most rewarding parts of my YouTube experience. The first time I ever visited America, I slept on the couch of Michael Rousselet, a founding member of 5-SecondFilms and one of my biggest influences. As a presenter for ChannelFlip I visited Aardman Studios in Bristol and interviewed another of my biggest internet influences, animator David Firth.

Taking every opportunity

One of my biggest pieces of advice is to try your hand at everything and anything you like. Although it has changed over the years, the internet remains largely untamed and unstructured, a Wild West for ideas and experiments. One of the biggest reasons to self-publish and work for yourself is that freedom. Although it pays to think strategically and critically, learn from the past and observe trends in the present, you shouldn't let that stop you making something you're passionate about.

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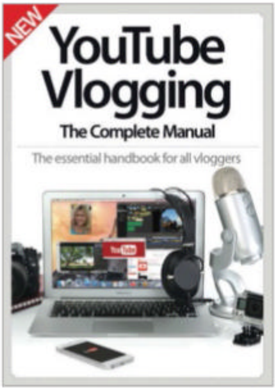
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